AGENDA

OWOSSO MAIN STREET & DDA

REGULAR BOARD MEETING

Wednesday, December 2, 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: December 2, 2026

Review and Approval of Minutes: November 4, 2026

Public Comments:

Reports:

- Check Disbursement
- Revenue and Expenditure
- ChargePoint

Items of Business:

1) 2027 Technical Assistance Service

Committee Updates:

- Promotion (Davis)
- Economic Vitality (Howard & Teich)
- Design (McCallum & Parzych)
- Organization (Moore & Parzych)

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

November 4, 2026, at 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Chair Daylen Howard at 7:33 A.M.

ROLL CALL: Taken by Lizzie Fredrick

PRESENT: Chair Daylen Howard, Vice-Chair Lance Omer, Mayor Robert J. Teich Jr., Colin McCallum, Jill Davis, Karen Parzych, and Jon Moore. Bill Gilbert arrived at 7:39 a.m., Josh Ardelean arrived at 7:55 a.m., and McCallum left at 7:59 a.m.

ABSENT: None

STAFF PRESENT: Lizzie Fredrick and Kevin Lenkhart

AGENDA:

MOVED BY MOORE SUPPORTED BY MCCALLUM TO APPROVE THE NOVEMBER 4, 2026, OWOSSO MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY AGENDA AS PRESENTED.
AYES: ALL
MOTION CARRIED

MINUTES:

MOVED BY MOORE, SUPPORTED BY DAVIS TO APPROVE THE OCTOBER 14, 2026, OWOSSO MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING MINUTES.
AYE: ALL
MOTION CARRIED

PUBLIC COMMENTS: None

REPORTS: Fredrick reviewed the Check Disbursement, Revenue & Expenditure, Revolving Loan Fund Cash Summary, and Revolving Loan Fund Inventory Reports.

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

ITEMS OF BUSINESS:

1. **2027 OMS & DDA Meeting Schedule:** Fredrick presented the proposed 2027 meeting schedule for the Board and noted that the May 2027 meeting was not scheduled for the first Wednesday of the month so the Board can attend the National Main Street Conference in Detroit.

   MOVED BY MOORE, SUPPORTED BY PARZYCH TO ADOPT THE 2027 OWOSSO MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY MEETING SCHEDULE AS PRESENTED.
   AYE: ALL
   MOTION CARRIED

2. **2026 Community Survey Results:** Fredrick presented a 2024-2026 Survey Result Comparison Report and a summary report for the 2026 survey results.

DRAFT

Fredrick noted that both reports and the full survey results from 2026 and 2024 are published on DowntownOwosso.org.

Board discussed percentage improvements to respondents saying that downtown is improving or holding its own.

COMMITTEE UPDATES:

1. **Promotion:** Davis shared the Committee's discussions regarding the Tour Owosso platform.

2. **Organization:** Moore announced the 2026 Volunteer Appreciation Party will be at Niche on February 23, 2027.

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

3. **Economic Vitality:** Howard announced Metro Mortgage as the November Business of the Month and reminded the Board of the Main Street Meetup at Etcetera on November 10th.

4. **Design:** Fredrick provided updates on fall and winter décor.

DIRECTOR UPDATES: Fredrick introduced Public Safety Director Kevin Lenkart.

Lenkart provided updates on downtown parking enforcement, the Steam Railroading Institute, and the Curwood Festival.

BOARD COMMENTS: Parzych, Moore, and Ardelean provided suggestions on promoting downtown businesses to the Steam Railroading Institute's North Pole Express attendees.

ADJOURNMENT:

MOVED BY OMER SUPPORTED BY DAVIS TO ADJOURN AT 8:25 A.M.
AYES: ALL
MOTION CARRIED

NEXT MEETING DECEMBER 2, 2026.

DRAFT

CHECK DISBURSEMENT REPORT FOR CITY OF OWOSSO
CHECK DATE FROM 11/01/2026 - 11/23/2026

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
11/06/2026	1	13507(A)	AMAZON CAPITAL SERVICES	WORK PLAN EXPENDITURES	818.000	706	(26.58)
				WORK PLAN EXPENDITURES	818.000	706	(31.96)
				WORK PLAN EXPENDITURES	818.000	706	(39.06)
				CHECK 1 13507(A) TOTAL FOR FUND 248:			(97.60)
11/06/2026	1	13510(A)	CONSUMERS ENERGY	ELECTRICITY-EV STATION	920.100	200	736.45
11/06/2026	1	141017	PRIORITY WASTE LLC	YEAR 2 26-27	818.000	200	386.25
11/19/2026	1	13598(E)	MAILCHIMP	OPERATING SUPPLIES - DDA	728.000	200	33.57
11/20/2026	1	13563(A)	GILBERT'S DO IT BEST HARDWARE &	PURCHASES	818.000	706	350.00
11/20/2026	1	13565(A)	H & G IRRIGATION LLC	SOUTH IRRIGATION WINTERIZATION	818.000	200	200.00
				NORTH IRRIGATION WINTERIZATION	818.000	200	800.00
				CHECK 1 13565(A) TOTAL FOR FUND 248:			1,000.00
11/20/2026	1	13591(A)	VERIZON WIRELESS	DDA	920.300	200	40.37
11/20/2026	1	13596(A)	WOODBURY LAWN SNOW, LLC	2026 DOWNTOWN LANDSCAPING SERVICES	818.000	200	2,307.86
11/20/2026	1	141028	AMERICAN SPEEDY PRINTING	OCTOBER BIZ OF THE MONTH	818.000	707	75.00
11/20/2026	1	141038	ETC	MAIN ST MEETUP FOOD	818.000	707	125.00
11/20/2026	1	141056	PRIORITY WASTE LLC	YEAR 2 26-27	818.000	200	386.25
				Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY			5,343.15

REVENUE AND EXPENDITURE REPORT FOR CITY OF OWOSSO

PERIOD ENDING 12/31/2026

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

GL NUMBER	DESCRIPTION	2026-27 AMENDED BUDGET	YTD BALANCE 12/31/2026 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 12/31/2026 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
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	1,813.27	0.00	3,186.73	36.27
248-000-670.000	LOAN PRINCIPAL	0.00	0.00	0.00	0.00	0.00
248-000-670.100	LOAN INTEREST	878.00	426.27	0.00	451.73	48.55
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	3,787.00	0.00	9,213.00	29.13
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	3,668.70	0.00	9,331.30	28.22
248-000-675.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
248-000-699.101	TRANFERS 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	51,153.04	0.00	342,411.96	13.00
TOTAL REVENUES		393,565.00	51,153.04	0.00	342,411.96	13.00
Expenditures						
Dept 200 - GEN SERVICES						
248-200-728.000	OPERATING SUPPLIES	1,000.00	998.09	0.00	1.91	99.81
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	22,390.33	0.00	47,609.67	31.99
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	2,767.17	0.00	7,232.83	27.67
248-200-920.300	TELEPHONE	547.00	121.07	0.00	425.93	22.13
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	2,383.68	0.00	5,884.32	28.83
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	41,327.49	0.00	181,003.51	18.59
Dept 261 - GENERAL ADMIN						
248-261-702.100	SALARIES	71,350.00	25,497.44	0.00	45,852.56	35.74
248-261-702.200	WAGES	9,000.00	5,291.06	0.00	3,708.94	58.79
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

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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	2,400.00	0.00	3,900.00	38.10
248-261-716.100	HEALTH INSURANCE	7,718.00	2,978.28	0.00	4,739.72	38.59
248-261-716.200	DENTAL INSURANCE	435.00	169.25	0.00	265.75	38.91
248-261-716.300	OPTICAL INSURANCE	52.00	21.60	0.00	30.40	41.54
248-261-716.400	LIFE INSURANCE	550.00	235.95	0.00	314.05	42.90
248-261-716.500	DISABILITY INSURANCE	320.00	375.10	0.00	(55.10)	117.22
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	2,729.76	0.00	3,692.24	42.51
248-261-719.000	WORKERS' COMPENSATION	500.00	427.73	0.00	72.27	85.55
Total Dept 261 - GENERAL ADMIN		104,652.00	40,672.19	0.00	63,979.81	38.86
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	7,372.42	0.00	6,627.58	52.66
248-706-818.700	CONTRACTUAL SERVICES-FLOWERS	0.00	0.00	0.00	0.00	0.00
Total Dept 706 - DESIGN		14,000.00	7,372.42	0.00	6,627.58	52.66
Dept 707 - ECONOMIC VITALITY						
248-707-818.000	WORK PLAN EXPENDITURES	2,000.00	543.00	0.00	1,457.00	27.15
Total Dept 707 - ECONOMIC VITALITY		2,000.00	543.00	0.00	1,457.00	27.15
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

REVENUE AND EXPENDITURE REPORT FOR CITY OF OWOSSO

PERIOD ENDING 12/31/2026

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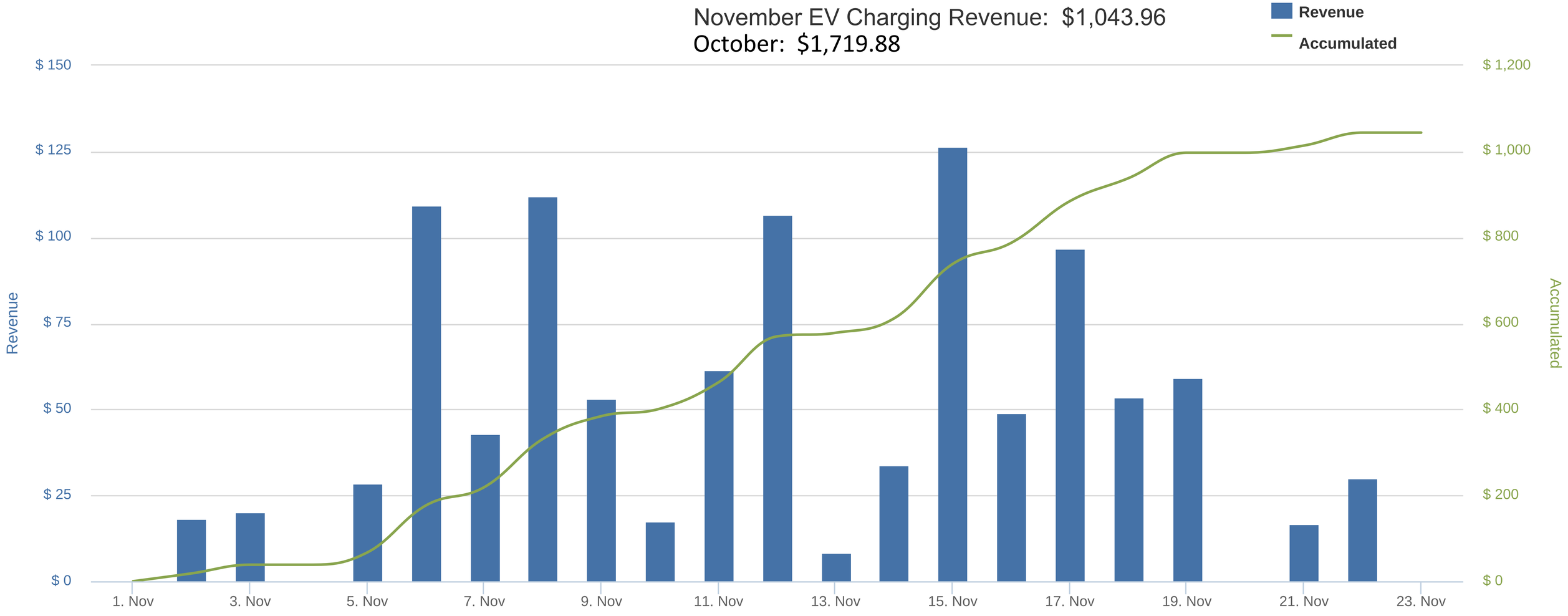
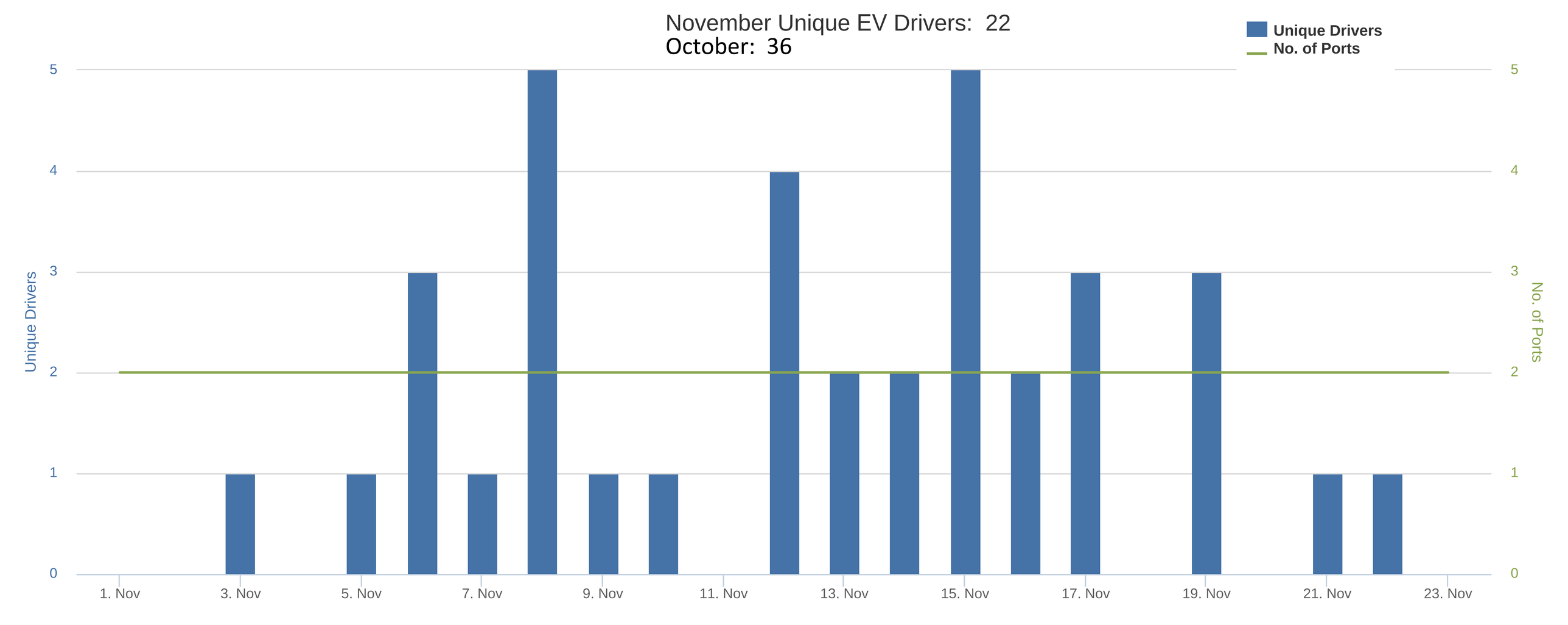
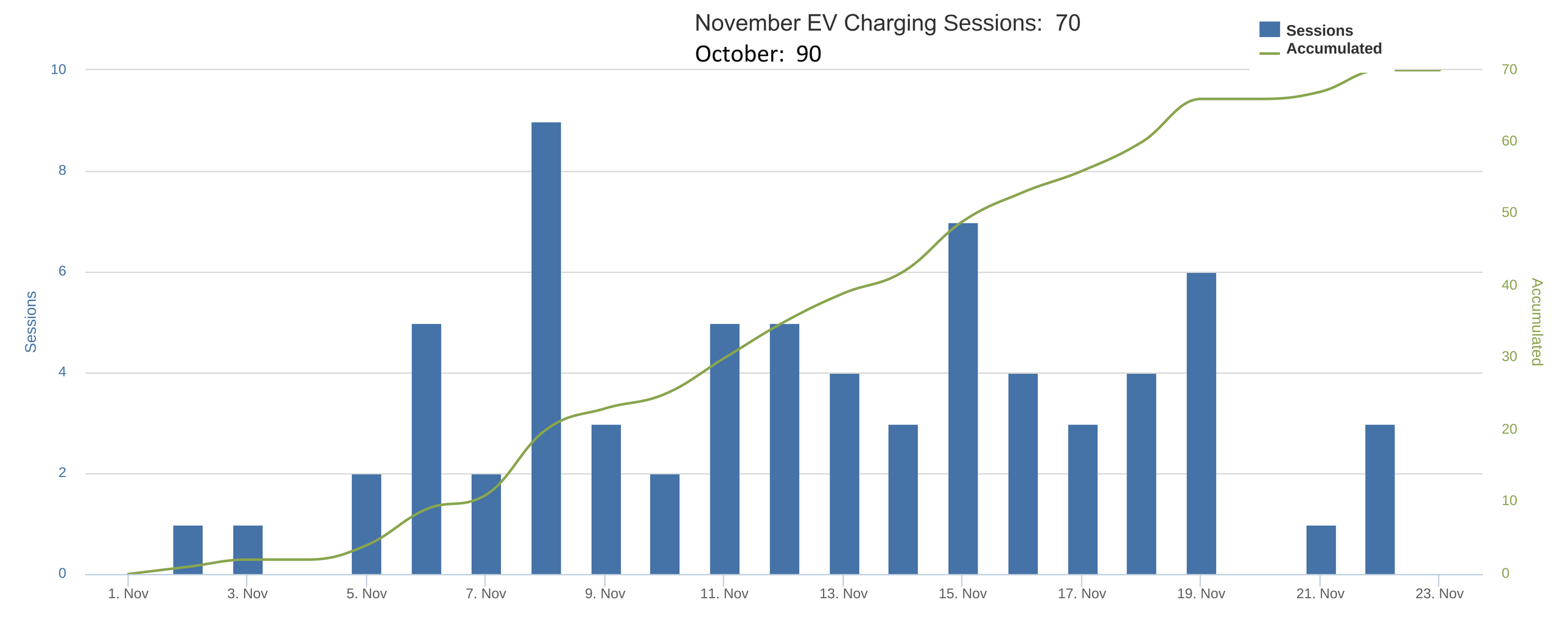
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
Dept 905 - DEBT SERVICE						
248-905-991.100	PRINCIPAL	0.00	0.00	0.00	0.00	0.00
248-905-992.000	PAYING AGENT FEES	0.00	0.00	0.00	0.00	0.00
248-905-993.000	INTEREST	0.00	0.00	0.00	0.00	0.00
Total Dept 905 - DEBT SERVICE		0.00	0.00	0.00	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	92,390.30	0.00	267,092.70	25.70
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		393,565.00	51,153.04	0.00	342,411.96	13.00
TOTAL EXPENDITURES		359,483.00	92,390.30	0.00	267,092.70	25.70
NET OF REVENUES & EXPENDITURES		34,082.00	(41,237.26)	0.00	75,319.26	120.99

November EV Charging Revenue: $1,043.96
October: $1,719.88




November Unique EV Drivers: 22
October: 36
Unique Drivers
No. of Ports
Unique Drivers
No. of Ports
0
1
2
3
4
5
1. Nov
3. Nov
5. Nov
7. Nov
9. Nov
11. Nov
13. Nov
15. Nov
17. Nov
19. Nov
21. Nov
23. Nov


November EV Charging Sessions: 70
October: 90
Sessions
Accumulated
Sessions
Accumulated
0
2
4
6
8
10
0
10
20
30
40
50
60
70
1. Nov
3. Nov
5. Nov
7. Nov
9. Nov
11. Nov
13. Nov
15. Nov
17. Nov
19. Nov
21. Nov
23. Nov

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

MEMORANDUM

DATE: December 2, 2026

TO: Owosso Main Street & Downtown Development Authority

FROM: Lizzie Fredrick, OMS & DDA Executive Director

SUBJECT: 2027 Technical Assistance Service

BACKGROUND:

The Michigan Main Street Program provides annual technical assistance services to eligible communities. At their November 20th meeting, the Organization Committee voted to recommend the Main 5 Communication Plan for the 2027 service.

This service is a 3-hour workshop in which Owosso Main Street will work with a facilitator to develop details, goals, and actions for each of the five major Main Street organization target audiences: Public, Owners, Donors, Government and Volunteers. Owosso Main Street will leave the workshop with a comprehensive communication strategy for each audience that is ready to implement.

FISCAL IMPACT:

Costs associated with the service will be covered by Michigan Main Street. Any costs associated with a workshop or meeting for the service will be covered by 248.704.818.000, Organization Committee Work Plan Expenditure.

MOTION TO CONSIDER:

To select the Main 5 Communication Plan as the 2027 Technical Assistance Service.

Attachments:

2027 MMS Service Directory



MICHIGAN
MAIN STREET

Service *Directory*







Michigan Main Street | miplace.org | MEDC MiPlace



Service *Directory*

Network Level

Main Street 101 Presentation

Our expert staff is ready to guide you through a presentation about the Main Street Program and its proven Framework for revitalizing downtowns and commercial districts. This engaging session will explain how your community can get involved, along with the benefits and opportunities that come with participation. Ready to take the next step in your community's transformation? Let's talk about how Michigan Main Street can help you realize your community's vision for a more vibrant district!

Downtown Forums

Downtown Forums, held virtually, bring together leaders from Michigan's downtowns, traditional neighborhood commercial districts, and prospective Main Street communities. Michigan Main Street will provide education, training, and resources related to downtown revitalization and management, with a focus on peer-to-peer learning and facilitated group discussion related to common success and challenges.

Technical Assistance

Have a completed Scorecard? Michigan Main Street can provide 1-on-1 support to help identify priorities and pair resources that are tailor-made to help your community progress with local revitalization efforts!

Engaged Level

Engaged Level Work Plan and Toolkit

Communities that complete the Engaged Level will learn the fundamentals of establishing a local Main Street Program.

Your organization will gain:

- A basic understanding of the Main Street Approach™
- Knowledge to develop strategies that will build awareness and participation in your future Main Street efforts
- Exclusive access to two tools designed to keep your efforts organized and results-driven

The Engaged Level Work Plan is a customizable and dynamic task list that prioritizes the steps that will keep your organization on track, energized, and focused on achieving key milestones to reach the Select Level.

It's paired with the Engaged Level Guide, an exclusive resource packed with actionable strategies for communication, stakeholder engagement, and fostering strong buy-in from your community and partners. Plus, it offers clear guidance for establishing board responsibilities, defining committee roles, and setting broad goals to drive your Main Street transformation forward.

Select Level

Select Level Communities have access to the following services, designed to set a solid revitalization foundation and help integrate the Main Street Framework into the organization's operations.

Asset Mapping

This engaging, hands-on workshop is designed to bring community members, Main Street staff, board and committee members together to identify the key building blocks of a thriving downtown. Through a guided asset mapping exercise, participants will explore local strengths, uncover development opportunities, and address potential challenges to revitalization.

We'll take a close look at your place-based & cultural assets, current business mix, available properties, land customer base to paint a clear picture of what makes your district unique. Using this baseline information, we'll help identify strategic programming and opportunities that align with your broader goals to inform and inspire next steps toward a more vibrant and successful downtown.

Time Commitment: Easy/Minimal - Quick task, minimal time and effort, typically a one-time action or a single meeting; implementation of service is completed fairly quick and includes a task completion checklist

Strategic Planning Service – Transformation Strategy Development

This strategic planning service is designed to help your Main Street organization develop a targeted transformation strategy to gain alignment, strengthen leadership focus, and develop a results-oriented 3–5-year plan to guide your work, investments, and projects.

The process of building your strategic plan will include:

- Identification of Place-based Assets: We will develop a list of the valued downtown and community assets to strategize about how to leverage and build upon them in your revitalization efforts.
- Market Data Analysis: We will look at current market data, including summaries of local and regional demographics,
- *(cont.,)* lifestyle tapestry segmentation, and retail data to evaluate the current market economy, identify opportunities, and assess downtown enhancement strategies. We will also set a benchmark for tracking changes in the market and their implications for the district over time.
- Community Survey Launch: A community survey is conducted with the goal of engaging the community to gather essential feedback about the current status and desired future direction of the district, and any significant challenges facing the district's future. Feedback is gathered from all stakeholders, including residents, business and property owners, and City elected leaders and staff.
- Facilitated Focus Groups: We organize structured focus group sessions with key stakeholders, ranging from local business owners and municipal partners to community advocates, residents, and volunteers. These conversations are designed to surface recurring themes, identify challenges and opportunities, and build a foundation of community input that informs your planning process.
- Strategic Work Session with Board & Committee Leaders: We facilitate a focused and highly interactive workshop with your board members and committee chairs, combining thoughtful discussion, consensus-building, and strategic exercises to establish core priorities for your organization's future.

Based on your district's unique place-based assets, market data realities, input gathered, and decisions made during the work session, your organization will walk away with a clear and actionable 3–5-year plan. This roadmap includes a defined transformation strategy, vision statement, actionable and achievable goals, a prioritized list of projects and programs designed to support your goals and guide resource allocation, and metrics to help measure progress over time. Your plan will serve as a tool for onboarding new board members, applying for grants and speaking with donors, communicating with stakeholders, and maintaining alignment as your organization evolves.

Time Commitment: Moderate – requires engagement over a short period with multiple meetings; implementation of service is completed over a longer span of time and includes a task completion checklist

Branding Service

This comprehensive service is designed to equip your community with a cohesive, professionally developed brand that reflects the heart and future of both your district and organization. Through structured focus group meetings, we collaboratively create a tailored Community Brand Package.

Your Community Brand Package will include:

- A distinctive Downtown Destination Brand and Logo that captures your community's identity and appeal
- A clear, unified Main Street Organization Brand and Logo to strengthen internal and external communications
- A cohesive visual brand system, including font selections and a strategic color palette
- Custom logos for major Main Street events and initiatives, ensuring consistent recognition across all programming

By engaging key stakeholders and community voices, this process ensures that your brand is not only visually strong but also deeply rooted in local pride and long-term strategic goals.

Time Commitment: Moderate – requires engagement over a short period with multiple meetings; immediate implementation of service is completed fairly quick and includes ready to use content and a task completion checklist for long term implementation.

Business Recruitment Service

Michigan Main Street's two-part Business Recruitment Service helps your community get fully equipped and organized to level up your business attraction efforts.

Phase 1: The Primer

We kick things off with action steps and curated resources to help your team build a solid foundation. You'll receive guidance on:

- Identifying and cataloging available properties
- Creating compelling recruitment materials, including:
  - Community and District Profile
  - Available Property Cut Sheet Template
  - Business Resource and Incentives Guide/Webpage
  - Available Properties List and Map

You'll walk away from this phase being organized to market your community's unique assets and the tools to start making progress to successfully recruit new businesses.

Phase 2: The Challenge

Phase 2 helps your team develop and refine your recruitment strategy and materials using real data and expert insights. Here's what you'll tackle:

- Dive into market data and conduct a top-prospect survey to identify target business types for expansion and recruitment opportunities
- Develop a local strategy and process for business recruitment

The highlight? A realistic recruitment simulation where one of our consultants plays the role of a potential business prospect. Your local team will manage the full recruitment process, inviting, pitching, and hosting the "prospect." Then, we'll give detailed, actionable feedback on what worked and what didn't. You'll leave the service with specific examples and recommendations for how to sharpen your approach and a more confident, coordinated, and capable local team that knows how to market your downtown and attract the right businesses.

Time Commitment: Extensive - High commitment requiring sustained engagement through multiple meetings over a long period; implementation of service includes multiple steps, creating deliverables and/or completing projects over a long term

Fund Development Plan Service

Is your Main Street organization ready to grow its base of donors and sponsors? This high-impact service is designed to energize your fundraising efforts and set your team up for long-term success. Through a focused assessment and hands-on coaching, we'll take a close look at the key pieces of your fundraising puzzle, including donor communications,

strategic goals and budgeting, events, your strategy, plus tailored talking points for engaging different stakeholder groups, from existing sponsorships and donor base, and board and volunteer engagement.

You'll walk away with a clear, customized Plan of Work to strengthen your annual fundraising business owners to local residents. We'll work with your board and fundraising volunteers to provide training, guidance, and inspiration, all while helping you implement an annual giving model to match your community's unique opportunities.

Time Commitment: Extensive – high commitment requiring sustained engagement through multiple coaching sessions over a long period; implementation of service includes multiple steps, creating deliverables and/or completing projects over a long-term

Main 5 Communication Plan

Effective communication is essential to the success of any Main Street Organization. This focused workshop brings your team together to develop clear, actionable strategies for reaching your five key audiences: the Public, Business and Property Owners, Donors, Government Partners, and Volunteers.

Through guided discussion and collaborative planning, you'll define specific goals, messages, and outreach tactics tailored to each group, ensuring that every communication effort is purposeful and aligned with your mission. By the end of the session, your organization will walk away with a comprehensive, ready-to-implement communications plan designed to strengthen engagement.

Whether you're cultivating donors, mobilizing volunteers, or building public awareness, this workshop provides the framework and direction to communicate more effectively.

Time Commitment: Easy/Minimal - Quick task, minimal time and effort, typically a one-time action or a single meeting; implementation of service is completed fairly quick and includes a task completion checklist

Property Development Primer

This hands-on service is designed to empower your local Main Street Director and property owners with the tools and knowledge to activate underutilized spaces.

Here's what's included:

- One-on-One Coaching for Main Street Directors: Through personalized coaching sessions, your Main Street Director will gain practical know-how about real estate development, breaking down complex processes into manageable steps and building confidence.
- Interactive Property Owner Workshop: We'll lead an engaging session with building owners to explore what's possible, from structural rehab to creative reuse, while demystifying incentives, tools, and redevelopment strategies.
- Property Walkthroughs: Owners can walk us through their buildings to get an informal assessment of their potential, including ideas on project scope and ballpark cost ranges.
- Proforma Development for Select Projects: A few property owners will work directly with our team to sketch out a basic redevelopment proforma, laying the groundwork for incentive applications, investor interest, and future financing.

Whether you're looking to jumpstart reinvestment or simply get a clearer picture of what's possible, this service is your downtown's on-ramp to development.

Time Commitment: Moderate – requires engagement over a short period with multiple meetings and coaching sessions; implementation of service is completed fairly quick



Master Level

Master Level Communities have full access to all Select Level Services in addition to the following high-impact services specifically designed to help organizations implement targeted and sophisticated revitalization strategies.

Downtown Futures

Downtown Futures is a strategic service designed for communities and organizations with a strong track record of success and a desire to plan proactively for the future of their downtown or traditional commercial district. This service helps you evaluate opportunities for growth, preservation, and enhancement, grounded in market demands and community engagement. The goal is to build on the assets that make your district special while creating a vision for sustainable, thoughtful change that meets local priorities.

We begin with focused conversations to align on goals, local context, market understanding, and project scope. Through a community survey, we gather meaningful input from residents, businesses, and stakeholders to inform the design process. During the on-site design series, our team facilitates interactive focus groups and working sessions to explore ideas, test strategies, and develop design recommendations tailored to your Main Street district. The service produces actionable results, and the outcome is a clear set of concepts and strategies, ready to guide future development, attract investment, and support implementation.

This service offers a structured, creative, and data-informed path to shape the future of your downtown without losing sight of what makes it unique.

Time Commitment: Extensive – high commitment requiring sustained engagement through multiple meetings over a long period; implementation of service includes multiple steps, completing projects over a long term

Entrepreneurial Ecosystems

The Entrepreneurial Ecosystem Service (E3) provides a thorough local assessment of your existing small business support system, pinpointing both strengths and gaps across key dimensions like:

- Access to capital, networks, relationships and mentorship
- Business support resources, training, and human capital
- Place-based features like downtown spaces and business-friendly policies and culture

You will assemble a local team comprised of board and committee members, local entrepreneurs, small business support organizations, city leaders, and other partners. This local team will launch a small business survey designed for businesses at all stages to capture direct feedback on access to resources, challenges, support needs, and opportunities. The team will also apply Main Street America's entrepreneurial ecosystem audit framework to evaluate your community's current small business support and uncover gaps. Through a series of focused conversations, the team will dig into key issues, from local policy to access to capital to resources and training. We conclude the service by synthesizing findings into strategic recommendations, from network-building and mentorship programs to policy actions and place-based enhancements.

You'll get clear, actionable insights to help you foster a strong small business environment tailored to your Main Street district. Specifically, your team will gain:

- A holistic, data-driven analysis of your local entrepreneurial ecosystem
- Insights into what is working and what needs adjustment to support small local businesses
- A collaborative, community-based strategy that is co-created with real buy-in
- A clear roadmap to strengthen entrepreneurship for all, from long-established small businesses to new innovators

Time Commitment: Extensive – high commitment requiring sustained engagement through multiple meetings over a long period; implementation of service includes multiple steps, coordinating with multiple partner organizations and completing projects over a long term

Retail Merchandising

The Retail Merchandising Service helps your local businesses shine by transforming how they present, organize, and showcase their space.
This hands-on service delivers targeted, expert guidance to help retailers increase foot traffic, elevate the customer experience, and drive sales through smart, strategic visual merchandising.

Here's What's Included:

- Foundational Group Workshop: All participating businesses start with a fast-paced, practical session on retail merchandising fundamentals, ensuring everyone gets core insights and inspiration before their one-on-one session.
- On-Site 1:1 Consultations (Up to 6 Businesses): Each participating business receives a personalized, on-location consultation with a retail expert, covering everything from store layout and flow to lighting, signage, window displays, and interior presentation.

This service delivers real results that are visible and measurable, which include:

- Helping retailers optimize their space to improve customer experience
- Encouraging visual storytelling that turns window-shoppers into loyal buyers
- Building retail confidence and capability without big investments
- Supporting consistent, professional standards across your downtown district

Time Commitment: Minimal - Quick task, minimal time and effort, typically a one-time action or a single meeting; implementation of service is completed fairly quick and includes a task completion checklist

Storyville Social Storytelling Blitz

The Storytelling Blitz is a fast-paced content creation experience focused entirely on showcasing the people who make your district unique. By capturing the authentic voices and faces behind your downtown businesses and community champions, the Blitz is designed to quickly generate high-quality content that shows your district's heart, hustle, and human side. It's a fast, fun, and highly shareable, helping you turn everyday stories into powerful marketing assets.

Over the course of the Storytelling Blitz, up to 10 - 12 business owners or stakeholders will participate in interviews and be captured in professional photos to craft compelling short stories. From heartfelt founder stories to quick, punchy spotlights, each piece is designed to celebrate the personality, purpose, and place-based pride that define your district.

What You Get:

- 20+ ready-to-use stories with images
- A powerful library of content to fuel:
  - Social media campaigns
  - Your downtown website
  - Brochures, newsletters, and press kits
- A boost in community visibility, engagement, and trust
- An easy way to shine a spotlight on local businesses and stakeholders while building your brand

Time Commitment: Minimal - Quick task, minimal time and effort, typically a one-time action or a single meeting; implementation of service is completed fairly quick and includes a task completion checklist

Additional Technical Assistance Opportunities

Master Level communities have exclusive access to requesting customized technical assistance designed to tackle advanced revitalization challenges. We're here to co-create solutions that match your unique challenges.





Participating in Select/Master Level Michigan Main Street Services: Your Step-by-Step Guide

Michigan Main Street's Technical Assistance Services are action-oriented, hands-on experiences that bring fresh energy, expert insight, and community collaboration together to strengthen your district's future.

Step 1: Identify Your Priorities
Work with your board and committee members to identify your community's current priorities, challenges, and opportunities. Once you've pinpointed what matters most, connect with Michigan Main Street staff to discuss your goals and explore which technical assistance service best aligns with your needs. We'll help match the right service to your needs so you're set up for maximum impact.

Step 2: Build Your Local Team
Assemble a local project team of board members, committee members, and key stakeholders who are passionate about the service topic. This is your core group of stakeholders who are ready to collaborate, champion ideas, and move recommendations and projects from the service forward.

Step 3: Kick Things Off with a Planning Call
Before your service officially begins, you'll join a pre-service call with the Michigan Main Street team and your expert consultant. You'll get a clear overview of the service, ask questions, and solidify goals, expectations, schedule, and other logistics so everything runs smoothly from the start.

Step 4: Service Deployment
During the service deployment phase, you'll coordinate agendas and scheduling, attend meetings (virtually or in-person), help launch surveys (if applicable), and rally participants to take part in focus groups, interviews, or working sessions. It's a high-energy, collaborative effort designed for real results.

Step 5: Share the Story
Use the Michigan Main Street Services Communications Kit to spread the word before, during, and after your service. Post updates, celebrate milestones, and showcase what your organization is learning and accomplishing – share how the outcomes of the service will impact the future of your district.

Step 6: Make It Happen
After the service wraps, it's time to turn insights into action. Whether it's new placemaking and development concepts, branding and communication strategies, tailored recommendations, or specific goals with related projects and programming, your team will have the tools and direction needed to implement meaningful, lasting change.

The Result? A Stronger, More Vibrant Downtown.
Michigan Main Street services are about momentum, impact, and transformation. With the right people, a clear process, and support every step of the way, your community is set up to thrive.

COMMITTEE REPORT

PROMOTION
Thursday, November 12, 2026, 8:00 a.m.
City Hall; 301 W. Main Street

Present: J. Davis, J. Jacobs, S. Maginity, K. Oglesby, J. Hankerd
Absent: P. Vreibel, C. McCallum, and K. Parzych
Staff: L. Fredrick

Discussion Items

Glow Owosso Progress

Golden Pumpkin Hunt Recap
- Approx. 500 more entries than 2025
- Positive business feedback
- Discussion on whether the activity will return for 2027 if a storefront competition is added in the fall

November 10th Main Street Meetup Recap
- Marketing and advertising feedback from business owners

Tour Owosso Pricing and Usage

Upcoming Events & Activities
- Glow Owosso: 11/27
- Small Business Saturday: 11/28
- Main Street Winter Wreath-Off: 12/1 – 12/20

Action Items

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

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

Next Meeting: December 10th at 8:00 a.m.

COMMITTEE REPORT

ECONOMIC VITALITY
Tuesday, November 17, 2026, 1:00 p.m.
City Hall; 301 W. Main Street

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

Discussion Items

December Business of the Month: Itsa Deli Thing, 208 W. Exchange Street

Main Street Meetups
- November 10th Recap
  - Attendance: 9
  - Discussion Takeaways: Promotion – Marketing, Advertising, Signage, Directories, Maps
- Next Meeting: Tuesday, March 9th at City Hall
  - 5:30 p.m. Food & Networking | 6:00 p.m. Meeting
  - Topic: Facades – Existing Funding Support, Design Guidelines, Exterior Improvements and Policies, 2027 Facade Micro-Grant Creation

Ready 2 Recruit Challenge Prep
- Business Type: Italian Restaurant
- Recruitment Challenge: December 8th

Action Items

Fredrick will follow up with Bizney regarding Tour Owosso platform.

Committee will collaborate with the Downtown Historic District Commission and Planning, Zoning, & Community Development Department on the March Main Street Meetup.

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

Next Meeting: December 15th at 1:00 p.m.

COMMITTEE REPORT

DESIGN
Thursday, November 19, 2026, 8:00 a.m.
City Hall; 301 W. Main Street

Present: C. McCallum, L. Mills, and K. Parzych
Absent: J. Ross, C. Guillen, D. Drenovsky, B. Gilbert, and J. Ardelean
Staff: L. Fredrick

Discussion Items

Curwood Festival Grant Application has been submitted for additional reservoir flower planters.

Two benches and one dome-covered waste receptacle will be added downtown.

Tentative relocation of pocket park furniture to west side of the 200 block on N. Washington Street.

Fall Décor Removal Recap
- Need 3 trucks and 6 people (not enough in 2025 and 2026)
- Continue partnership with Shiawassee Humane Society and Cambell's Creekside Farms
- Potential decrease to Fall Décor budget with fewer small pumpkins, but keeping the straw and cornstalk quantity

Winter Décor
- Installation need additional volunteers separate from Glow décor volunteers
- Potential Décor for Washington Street/M-71 Bridge
- Tentative Removal Date of January 25th
- Glow Décor Removal TBD

Main Street Winter Wreath-Off
- 30 Participating Businesses
- December 1st – 20th
- Potential Promotion Committee Pass Off

Action Items

Fredrick will finalize the Wreath-Off map for the Committee to distribute and ask participating businesses for wreath photos.

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: December 17th at 8:00 a.m.

COMMITTEE REPORT

ORGANIZATION
Friday, November 20, 2026, 1:00 p.m.
City Hall; 301 W. Main Street

Present: J. Moore, J. Adams, and K. Parzych
Absent: J. Ardelean
Staff: L. Fredrick

Discussion Items

2027 Main Street Technical Assistance Service: Main 5 Communication Plan

Downtown Business Directory Updates and Tour Owosso Platform

Potential Board/Committee Member Identifiers: Name Tag, Lanyard, or Business Card

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
- Prizes: Downtown Owosso Gift Cards pending Promotion Committee Approval

Action Items

Fredrick and Parzych will present Yiftee at the December Promotion Committee meeting for consideration of a Downtown Owosso Gift Card Program.

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: December 18th at 1:00 p.m.