

AGENDA

OWOSSO MAIN STREET/DDA

ANNUAL BOARD MEETING

Wednesday, June 7, 2023; 7:30 a.m.

Owosso City Hall; Council Chambers; 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 promoting historic preservation and drawing both local residents and visitors to our city.

Call to order and roll call:

Review and Approval of Agenda: June 7, 2023

Review and Approval of Minutes: May 3, 2023

Public Comments:

Items of Business:

- 1) Check Register.....(Resolution)
- 2) Revenue and Expenditure Report.....(Discussion)
- 3) Trial Balance Report.....(Discussion)
- 4) Loan Inventory Report.....(Discussion)
- 5) ChargePoint Report.....(Discussion)
- 6) Social Media Analytics.....(Discussion)
- 7) Election of Officers.....(Resolution)
- 8) FY 22-23 Budget Amendments.....(Resolution)
- 9) OMS/DDA Website.....(Resolution)
- 10) Electric Vehicle Parking Violation.....(Resolution)
- 11) Michigan Main Street Accreditation.....(Discussion)

Committee Updates:

- Design (Wheeler)
- Promotion (Staff)
- Organization (Moore)
- Economic Vitality (Omer)

Board Continuing Education/Information:

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 St, 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
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OWOSSO**

May 3, 2023, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Chair Jon Moore at 7:39 A.M.

ROLL CALL: Taken by Chair Jon Moore

PRESENT: Chair Jon Moore, Commissioners: Bill Gilbert, Toni Marr, Lance Omer, Nicole Reyna, Melissa Wheeler and Mayor Robert J. Teich, Jr.

ABSENT: Commissioners Josh Ardelean and Emily Olson

OTHERS PRESENT: Lizzie Fredrick, DDA/OMS Director and Nick Bruckman, AmeriCorps Member

AGENDA:

MOVED BY GILBERT, SUPPORTED BY OMER TO APPROVE THE MAY 3, 2023 DDA/OMS AGENDA AS PRESENTED.

**AYES: ALL
MOTION CARRIED**

MINUTES:

MOVED BY TEICH, SUPPORTED BY REYNA TO APPROVE THE APRIL 5, 2023 DDA/OMS MEETING MINUTES.

**AYE: ALL
MOTION CARRIED**

PUBLIC COMMENTS: Stacey Jameson, owner of Oliver Paper Co., welcomed Fredrick and asked the Board for updates on the Downtown Streetlight Project.

ITEMS OF BUSINESS:

1. **CHECK REGISTER APRIL 2023:** Fredrick highlighted that the remaining Chocolate Walk reimbursements have been distributed and the majority of Rotating Retail reimbursements from the Vibrancy Grant have been distributed.

MOVED BY GILBERT, SUPPORTED BY REYNA TO APPROVE THE CHECK REGISTER AS PRESENTED FOR APRIL 2023.

**AYES: ALL
MOTION CARRIED**

2. **FINANCIAL REPORTS:** Fredrick reviewed the financial reports and notified the Board that budget amendments will be presented in June. Moore noted that budget amendments are common as the organization's needs change and fluctuate throughout the year.

Fredrick confirmed she will present the RLF Loan Report at the next meeting.

3. **CHARGEPOINT REPORT:** Fredrick presented the April summary for the electric vehicle charging stations and noted the increased usage from March.

4. **SOCIAL MEDIA ANALYTICS:** Fredrick reviewed the April social media analytics and answered questions.
5. **L-4029 TAX RATE REQUEST:** Fredrick provided an overview of the L-4029 Tax Rate Request Form.

MOVED BY OMER, SUPPORTED BY MARR TO AUTHORIZE DDA/OMS CHAIR AND CITY CLERK TO SIGN THE PREPARED L-4029 TAX RATE REQUEST FORM.

AYES: ALL

MOTION CARRIED

6. **VIBRANCY GRANT FUNDING:** Fredrick updated the Board on the status of the Vibrancy Grant and proposed options on how to spend the remaining funds under the Influencer Program including a Downtown Owosso Ambassador Program, Day Trip Destination Blog Feature and an #ExploreOwosso Passport Program.

Fredrick provided an overview of each sub-program and answered questions.

MOVED BY OMER, SUPPORTED BY GILBERT TO APPROVE A BUDGET AMENDMENT TO THE MAIN STREET VIBRANCY GRANT AGREEMENT WITH THE MEDC REALLOCATING FUNDS TALLING \$15,000 FROM THE INCUBATOR KITCHEN, POP UP/EVENT SPACE, OPERATION BROWN BAG, BUSINESS RECRUITMENT & RETAINMENT PACKAGE AND SMALL BUSINESS SUPPORT OUTREACH TO THE INFLUENCER PROGRAM AND AUTHRIZE THE DDA/OMS DIRECTOR TO SIGN AN AMMENDMENT TO EXBIT B OF THE GRANT AGREEMENT REFLECTING THE REALLOCATION.

AYES: ALL

MOTION CARRIED

7. **MAIN STREET PLAZA MASONRY REPAIR:** Fredrick provided an overview of all four bids received for the Main Street Plaza Masonry Repair and answered questions.

Board discussed the benefit of recommending the higher bid with more detailed and comprehensive plans and where the additional funding, above the Capital Projects/Downtown Fund, will come from.

MOVED BY WHEELER, SUPPORTED BY MARR TO RECOMMEND THE MAIN STREET PLAZA MASONRY REPAIR BID AWARD TO BORONER RESTORATION INC. IN THE AMOUNT OF \$34,860.00 TO CITY COUNCIL AND REQUEST FUNDING ABOVE THE \$33,276.94 FROM THE CAPITAL PROJECTS/DOWNTOWN FUND, 594-271-818.000, BE COVERED BY THE GENERAL FUND.

AYES: ALL

MOTION CARRIED

8. **DOWNTOWN STREETLIGHT PROJECT:** Fredrick provided background on the Downtown Streetlight Project and answered questions.

Fredrick shared plans to apply for the Revitalizing and Placemaking (RAP) Grant 2.0 and noted that she will ask Spring City Mfg about the possibility for solar powered lights.

MOVED BY MAYOR TEICH, SUPPORTED BY MARR TO APPROVE PHASE I OF THE DOWNTOWN STREETLIGHT PROJECT TO BEGIN ON SOUTH WASHINGTON STREET, NORTH OF THE RIVER TO COMSTOCK STREET.

AYES: ALL

MOTION CARRIED

9. **AMERICORPS PROGRAM:** Fredrick reviewed the 2023-24 AmeriCorps Program pricing, timeline and agreement.

Board discussed staff capacity during the 2023-24 AmeriCorps Program recruitment period.

MOVED BY OMER, SUPPORTED BY REYNA TO ABSTAIN FROM THE AMERICORPS PROGRAM FOR THE 2023-24 SERVICE YEAR.

AYES: ALL

MOTION CARRIED

10. **OPTIMIZE MAIN STREET NOMINATION:** Fredrick presented 10 qualifying applications for the Board to review and then select two nominees for the Optimize Main Street Program.

Board discussed different approaches on how to select their nomination.

Moore recommended each board member vote for two applicants and the two businesses with the most tallies receive the nomination.

Fredrick confirmed she will work with the Economic Vitality Committee to create a scoring rubric for determining future grant nominees.

MOVED BY OMER, SUPPORTED BY REYNA TO NOMINATE OLIVER PAPER CO. AND PENGUIN RESALE FOR THE OPTIMIZE MAIN STREET PROGRAM.

AYES: ALL

MOTION CARRIED

COMMITTEE UPDATES:

1. **Design:** Wheeler noted that the petunias will be added later in the month when they are heartier and the local temperature stabilizes.
2. **Promotion:** Fredrick updated the Board that Staff is still working on identifying Promotions Committee members.
3. **Organization:** Fredrick shared that Organization Volunteer, Adam Perry, has offered to help oversee Notion software, which will store the DDA/OMS work plans and databases.
4. **Economic Vitality:** Fredrick confirmed the Revolving Loan Fund Grant reimbursement has been processed for Barrister Brewery and recommended pausing RLF activities until the Economic Vitality Committee is fully established.

BOARD CONTINUING EDUCATION/INFORMATION: Fredrick invited the Board to a Real Estate Development Workshop in Milan on May 9th. Omer confirmed he will be in attendance.

DIRECTOR UPDATES: Fredrick notified the Board she will be shadowing the Historic Lapeer Director on May 5th and that she will be reaching out to board members and downtown businesses to collect data for Michigan Main Street reporting.

BOARD COMMENTS: Moore asked for updates on Art Walk.

Fredrick confirmed she is working with the Shiawassee Arts Center to determine the future of the Art Walk for the 2023 event lineup.

Board discussed sign consistency for the DDA/OMS and whether Jars Cannabis is within the Historic District.

Wheeler asked when the downtown fountain will be turned on.

Fredrick updated the Board that the DPW staff will activate the fountain after the Consumers Energy construction is completed to a point that it won't affect the fountain's operations.

ADJOURNMENT:

MOVED BY GILBERT, SUPPORTED BY OMER TO ADJOURN AT 9:35 A.M.

AYES: ALL

MOTION CARRIED

NEXT MEETING JUNE 7, 2023.

06/01/2023 11:52 AM
User: ELFredrick
DB: Owosso

CHECK DISBURSEMENT REPORT FOR CITY OF OWOSSO
CHECK DATE FROM 05/01/2023 - 05/31/2023

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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
05/12/2023	1	136052	CITY OF OWOSSO	PRINCIPAL PAID	991.100	905	394.56
				INTEREST PAID	993.000	905	58.09
				CHECK 1 136052 TOTAL FOR FUND 248:			452.65
05/12/2023	1	136064	KELLY'S REFUSE	DOWNTOWN TRASH CAN PICK UP	930.000	200	1,000.00
05/12/2023	1	136069	PETERSON'S LANDSCAPING	DOWNTOWN MAINTENANCE	818.000	200	2,100.00
				DOWNTOWN MAINTENANCE	818.000	200	880.00
				CHECK 1 136069 TOTAL FOR FUND 248:			2,980.00
05/12/2023	1	136080	WESENER BUILDING LLC	CONTRACTUAL SERVICES	818.000	707	1,000.00
05/12/2023	1	9193 (A)	GILBERT'S DO IT BEST HARDWARE &	APRIL ORDERS	728.000	200	7.14
05/12/2023	1	9201 (A)	HUNTINGTON NATIONAL BANK	PAYING AGENT FEES	992.000	905	500.00
05/12/2023	1	9210 (A)	LOGICALIS INC	DDA IT SERVICES APRIL 2023	818.000	200	157.50
05/12/2023	1	9232 (A)	VERIZON WIRELESS	DDA	920.300	200	43.17
05/12/2023	1	9234 (E)	HUNTINGTON NATONAL BANK -	OPERATING SUPPLIES	728.000	200	143.99
				MEMBERSHIPS & DUES	955.000	200	40.00
				CHECK 1 9234 (E) TOTAL FOR FUND 248:			183.99
05/22/2023	1	136085	CITY OF OWOSSO	PRINCIPAL PAID	991.100	905	395.55
				INTEREST PAID	993.000	905	57.10
				CHECK 1 136085 TOTAL FOR FUND 248:			452.65
05/26/2023	1	136094	AMERICAN SPEEDY PRINTING	MOTORCYCLE DAYS	818.770	705	60.00
05/26/2023	1	136095	AQUARIUS MASSAGE & WELLNESS CENTER	CHOCOLATE WALK	818.780	705	91.66
05/26/2023	1	136096	AVIATOR JAYNE	OWOSSO LUMBAR PILLOW	818.000	707	39.99
				VINTAGE CANDLE	818.000	707	36.99
				60" COTTON THROW, GINGHAM W/ FRINGE	818.000	707	27.99
				BLUE CHECKED COTTON THROW	818.000	707	27.99
				GIFT CARD	818.000	707	100.00

06/01/2023 11:52 AM
User: ELFredrick
DB: Owosso

CHECK DISBURSEMENT REPORT FOR CITY OF OWOSSO
CHECK DATE FROM 05/01/2023 - 05/31/2023

Page 2/2

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
CHECK 1 136096 TOTAL FOR FUND 248:							232.96
05/26/2023	1	136097	BLU ASHE LLC	CONTRACTUAL SERVICES	818.000	707	100.00
05/26/2023	1	136105	MOMENTIVE	ANNUAL SUBSCRIPTION RENEWAL FEE	818.000	704	468.00
05/26/2023	1	9247 (A)	AMAZON CAPITAL SERVICES	DDA ORDER 11420668617087431	728.000	200	33.88
05/26/2023	1	9254 (A)	CONSUMERS ENERGY	ELECTRICITY-EV STATION	920.100	200	130.02
Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							7,893.62

PERIOD ENDING 05/31/2023

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

		2022-23	YTD BALANCE	ACTIVITY FOR	AVAILABLE	
GL NUMBER	DESCRIPTION	AMENDED BUDGET	05/31/2023 (ABNORMAL)	MONTH 05/31/2023 INCREASE (DECREASE)	BALANCE	% BDGT USED
					NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000 - REVENUE						
248-000-402.000	GENERAL PROPERTY TAX	33,655.00	30,509.67	0.00	3,145.33	90.65
248-000-402.100	TIF	185,108.00	205,217.88	0.00	(20,109.88)	110.86
248-000-540.000	STATE SOURCES	0.00	45,000.00	0.00	(45,000.00)	100.00
248-000-573.000	LOCAL COMMUNITY STABILIZATION SHARE	0.00	18,727.85	0.00	(18,727.85)	100.00
248-000-665.000	INTEREST INCOME	1,800.00	1,397.03	528.23	402.97	77.61
248-000-670.000	LOAN PRINCIPAL	0.00	1,205.91	859.82	(1,205.91)	100.00
248-000-670.100	LOAN INTEREST	0.00	2,092.40	165.17	(2,092.40)	100.00
248-000-674.200	DONATIONS	5,432.00	0.00	0.00	5,432.00	0.00
248-000-674.300	INCOME-ECNMC RESTRUCTING	20,000.00	0.00	0.00	20,000.00	0.00
248-000-674.400	INCOME-PROMOTION	17,600.00	24,489.90	0.00	(6,889.90)	139.15
248-000-674.500	INCOME-ORGANIZATION	10,000.00	0.00	0.00	10,000.00	0.00
248-000-674.700	EV STATION REVENUE	0.00	1,193.87	242.68	(1,193.87)	100.00
248-000-675.000	MISCELLANEOUS	0.00	(11,676.81)	0.00	11,676.81	100.00
248-000-699.101	GENERAL FUND TRANSFER	37,952.00	20,097.69	0.00	17,854.31	52.96
248-000-699.287	ARPA TRANSFER IN	0.00	7,800.00	0.00	(7,800.00)	100.00
Total Dept 000 - REVENUE		311,547.00	346,055.39	1,795.90	(34,508.39)	111.08
TOTAL REVENUES		311,547.00	346,055.39	1,795.90	(34,508.39)	111.08
Expenditures						
Dept 200 - GEN SERVICES						
248-200-728.000	OPERATING SUPPLIES	3,450.00	2,058.45	185.01	1,391.55	59.67
248-200-810.000	INSURANCE & BONDS	3,000.00	3,000.00	0.00	0.00	100.00
248-200-818.000	CONTRACTUAL SERVICES	6,500.00	19,998.76	3,137.50	(13,498.76)	307.67
248-200-920.000	UTILITIES	0.00	1,927.89	0.00	(1,927.89)	100.00
248-200-920.100	ELECTRICITY-EV STATION	0.00	1,115.59	130.02	(1,115.59)	100.00
248-200-920.300	TELEPHONE	500.00	409.07	43.17	90.93	81.81
248-200-930.000	BUILDING MAINTENANCE - DPW	58,200.00	29,270.86	1,000.00	28,929.14	50.29
248-200-940.000	EQUIPMENT RENTAL - DPW	0.00	110.01	94.08	(110.01)	100.00
248-200-955.000	MEMBERSHIPS & DUES	1,000.00	335.00	40.00	665.00	33.50
248-200-956.000	EDUCATION & TRAINING	0.00	215.00	0.00	(215.00)	100.00
248-200-969.000	DEVELOPER REIMBURSEMENT	0.00	30,693.64	0.00	(30,693.64)	100.00
248-200-995.101	TRANSFER TO GENERAL FUND	9,279.00	10,340.25	0.00	(1,061.25)	111.44
Total Dept 200 - GEN SERVICES		81,929.00	99,474.52	4,629.78	(17,545.52)	121.42
Dept 261 - GENERAL ADMIN						
248-261-702.100	SALARIES	62,000.00	42,112.01	4,769.24	19,887.99	67.92
248-261-702.200	WAGES	0.00	147.00	0.00	(147.00)	100.00
248-261-702.800	ACCRUED SICK LEAVE	0.00	868.04	0.00	(868.04)	100.00
248-261-703.000	OTHER COMPENSATION	0.00	2,480.10	0.00	(2,480.10)	100.00
248-261-715.000	SOCIAL SECURITY (FICA)	4,743.00	3,492.65	365.15	1,250.35	73.64
248-261-716.100	HEALTH INSURANCE	19,920.00	10,197.53	621.05	9,722.47	51.19
248-261-716.200	DENTAL INSURANCE	785.00	381.34	19.87	403.66	48.58
248-261-716.300	OPTICAL INSURANCE	116.00	61.01	2.58	54.99	52.59
248-261-716.400	LIFE INSURANCE	491.00	329.01	40.92	161.99	67.01
248-261-716.500	DISABILITY INSURANCE	796.00	500.27	41.34	295.73	62.85
248-261-717.000	UNEMPLOYMENT INSURANCE	47.00	1.43	0.00	45.57	3.04
248-261-718.200	DEFINED CONTRIBUTION	5,580.00	61.49	429.24	5,518.51	1.10

PERIOD ENDING 05/31/2023

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

GL NUMBER	DESCRIPTION	2022-23	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	05/31/2023 (ABNORMAL)	MONTH 05/31/2023 INCREASE (DECREASE)	NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
248-261-719.000	WORKERS' COMPENSATION	403.00	363.21	0.00	39.79	90.13
Total Dept 261 - GENERAL ADMIN		94,881.00	60,995.09	6,289.39	33,885.91	64.29
Dept 704 - ORGANIZATION						
248-704-728.000	SUPPLIES	700.00	33.98	0.00	666.02	4.85
248-704-818.000	WORK PLAN EXPENDITURE	9,300.00	468.00	468.00	8,832.00	5.03
Total Dept 704 - ORGANIZATION		10,000.00	501.98	468.00	9,498.02	5.02
Dept 705 - PROMOTION						
248-705-802.000	ADVERTISEMENT	0.00	1,052.28	0.00	(1,052.28)	100.00
248-705-818.000	WORK PLAN EXPENDITURES	19,000.00	1,727.31	0.00	17,272.69	9.09
248-705-818.730	ART WALK	0.00	602.00	0.00	(602.00)	100.00
248-705-818.750	GLOW	0.00	6,530.53	0.00	(6,530.53)	100.00
248-705-818.760	RETAIL EVENTS	0.00	135.00	0.00	(135.00)	100.00
248-705-818.770	MOTORCYCLE DAYS	0.00	459.00	60.00	(459.00)	100.00
248-705-818.780	CHOCOLATE WALK	0.00	1,011.62	91.66	(1,011.62)	100.00
248-705-818.790	NYE BLOCK PARTY	0.00	3,477.72	0.00	(3,477.72)	100.00
Total Dept 705 - PROMOTION		19,000.00	14,995.46	151.66	4,004.54	78.92
Dept 706 - DESIGN						
248-706-818.000	WORK PLAN EXPENDITURES	11,600.00	2,055.76	0.00	9,544.24	17.72
Total Dept 706 - DESIGN		11,600.00	2,055.76	0.00	9,544.24	17.72
Dept 707 - ECONOMIC RESTRUCTURING						
248-707-818.000	WORK PLAN EXPENDITURES	20,000.00	31,332.96	1,332.96	(11,332.96)	156.66
Total Dept 707 - ECONOMIC RESTRUCTURING		20,000.00	31,332.96	1,332.96	(11,332.96)	156.66
Dept 901 - CAPITAL OUTLAY						
248-901-965.585	CAPITAL CONTRIBUTION-DDA	1,900.00	7,800.00	0.00	(5,900.00)	410.53
Total Dept 901 - CAPITAL OUTLAY		1,900.00	7,800.00	0.00	(5,900.00)	410.53
Dept 905 - DEBT SERVICE						
248-905-991.100	PRINCIPAL	60,694.00	59,299.12	790.11	1,394.88	97.70
248-905-992.000	PAYING AGENT FEES	0.00	500.00	500.00	(500.00)	100.00
248-905-993.000	INTEREST	17,738.00	17,680.03	115.19	57.97	99.67
Total Dept 905 - DEBT SERVICE		78,432.00	77,479.15	1,405.30	952.85	98.79
TOTAL EXPENDITURES		317,742.00	294,634.92	14,277.09	23,107.08	92.73

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

GL NUMBER	DESCRIPTION	2022-23	YTD BALANCE		ACTIVITY FOR		AVAILABLE		% BDGT USED
		AMENDED BUDGET	NORMAL	05/31/2023	(ABNORMAL)	MONTH 05/31/2023	INCREASE	(DECREASE)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY									
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:									
TOTAL REVENUES		311,547.00		346,055.39		1,795.90		(34,508.39)	111.08
TOTAL EXPENDITURES		317,742.00		294,634.92		14,277.09		23,107.08	92.73
NET OF REVENUES & EXPENDITURES		(6,195.00)		51,420.47		(12,481.19)		(57,615.47)	830.03

TRIAL BALANCE REPORT FOR CITY OF OWOSSO
 PERIOD ENDING 05/31/2023

OWOSSO		BALANCE		END BALANCE	
		05/31/2022	2022-23	05/31/2023	
GL NUMBER	DESCRIPTION	NORMAL (ABNORMAL)	AMENDED BUDGET	NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY					
Assets					
248-000-001.200	POOLED CASH (HUNTINGTON BANK)	(17,356.36)		50,363.60	
248-000-001.201	MI CLASS ACCOUNT	0.00		25,691.61	
248-000-001.203	MAIN STREET OWOSSO / DDA CHECKING	0.00		1,535.07	
248-000-001.204	HUNTINGTON LIQUIDITY PORTAL	0.00		80,697.98	
248-000-018.038	A/R - OTHER (LOAN RECEIVABLE)	0.00		33,380.21	
248-000-040.000	A/R - ACCOUNT RECEIVABLE	10,477.44		0.00	
TOTAL ASSETS		(6,878.92)		191,668.47	
Fund Equity					
248-000-390.200	FUND BALANCE	0.00		140,248.00	
TOTAL FUND EQUITY		0.00		140,248.00	
Revenues					
248-000-402.000	GENERAL PROPERTY TAX	0.00	33,655.00	30,509.67	
248-000-402.100	TIF	0.00	185,108.00	205,217.88	
248-000-540.000	STATE SOURCES	0.00	0.00	45,000.00	
248-000-573.000	LOCAL COMMUNITY STABILIZATION S	0.00	0.00	18,727.85	
248-000-605.200	CHARGE FOR SERVICES RENDERED	35,603.95	0.00	0.00	
248-000-665.000	INTEREST INCOME	0.00	1,800.00	1,397.03	
248-000-670.000	LOAN PRINCIPAL	0.00	0.00	1,205.91	
248-000-670.100	LOAN INTEREST	0.00	0.00	2,092.40	
248-000-674.200	DONATIONS	0.00	5,432.00	0.00	
248-000-674.300	INCOME-ECNMC RESTRUCTING	0.00	20,000.00	0.00	
248-000-674.400	INCOME-PROMOTION	0.00	17,600.00	24,489.90	
248-000-674.500	INCOME-ORGANIZATION	0.00	10,000.00	0.00	
248-000-674.700	EV STATION REVENUE	0.00	0.00	1,193.87	
248-000-675.000	MISCELLANEOUS	0.00	0.00	(11,676.81)	
248-000-699.101	GENERAL FUND TRANSFER	12,536.80	37,952.00	20,097.69	
248-000-699.287	ARPA TRANSFER IN	0.00	0.00	7,800.00	
TOTAL REVENUES		48,140.75	311,547.00	346,055.39	
Expenditures					
248-200-728.000	OPERATING SUPPLIES	1,801.27	3,450.00	2,058.45	
248-200-810.000	INSURANCE & BONDS	3,000.00	3,000.00	3,000.00	
248-200-818.000	CONTRACTUAL SERVICES	3,875.27	6,500.00	19,998.76	
248-200-920.000	UTILITIES	0.00	0.00	1,927.89	
248-200-920.100	ELECTRICITY-EV STATION	0.00	0.00	1,115.59	
248-200-920.300	TELEPHONE	328.98	500.00	409.07	
248-200-930.000	BUILDING MAINTENANCE - DPW	0.00	58,200.00	29,270.86	
248-200-940.000	EQUIPMENT RENTAL - DPW	0.00	0.00	110.01	
248-200-955.000	MEMBERSHIPS & DUES	0.00	1,000.00	335.00	
248-200-956.000	EDUCATION & TRAINING	0.00	0.00	215.00	
248-200-969.000	DEVELOPER REIMBURSEMENT	0.00	0.00	30,693.64	
248-200-995.101	TRANSFER TO GENERAL FUND	0.00	9,279.00	10,340.25	
248-261-702.100	SALARIES	32,192.37	62,000.00	42,112.01	
248-261-702.200	WAGES	0.00	0.00	147.00	
248-261-702.800	ACCRUED SICK LEAVE	0.00	0.00	868.04	
248-261-703.000	OTHER COMPENSATION	0.00	0.00	2,480.10	
248-261-715.000	SOCIAL SECURITY (FICA)	2,464.81	4,743.00	3,492.65	
248-261-716.100	HEALTH INSURANCE	7,918.52	19,920.00	10,197.53	
248-261-716.200	DENTAL INSURANCE	311.60	785.00	381.34	
248-261-716.300	OPTICAL INSURANCE	53.59	116.00	61.01	
248-261-716.400	LIFE INSURANCE	204.60	491.00	329.01	
248-261-716.500	DISABILITY INSURANCE	206.70	796.00	500.27	
248-261-717.000	UNEMPLOYMENT INSURANCE	75.76	47.00	1.43	
248-261-718.200	DEFINED CONTRIBUTION	2,146.20	5,580.00	61.49	
248-261-719.000	WORKERS' COMPENSATION	440.00	403.00	363.21	
248-704-728.000	SUPPLIES	0.00	700.00	33.98	
248-704-818.000	WORK PLAN EXPENDITURE	0.00	9,300.00	468.00	
248-705-802.000	ADVERTISEMENT	0.00	0.00	1,052.28	
248-705-818.000	WORK PLAN EXPENDITURES	0.00	19,000.00	1,727.31	
248-705-818.730	ART WALK	0.00	0.00	602.00	
248-705-818.750	GLOW	0.00	0.00	6,530.53	
248-705-818.760	RETAIL EVENTS	0.00	0.00	135.00	
248-705-818.770	MOTORCYCLE DAYS	0.00	0.00	459.00	
248-705-818.780	CHOCOLATE WALK	0.00	0.00	1,011.62	
248-705-818.790	NYE BLOCK PARTY	0.00	0.00	3,477.72	
248-706-818.000	WORK PLAN EXPENDITURES	0.00	11,600.00	2,055.76	
248-707-818.000	WORK PLAN EXPENDITURES	0.00	20,000.00	31,332.96	
248-901-965.585	CAPITAL CONTRIBUTION-DDA	0.00	1,900.00	7,800.00	
248-905-991.100	PRINCIPAL	0.00	60,694.00	59,299.12	
248-905-992.000	PAYING AGENT FEES	0.00	0.00	500.00	

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 DB: Owosso

TRIAL BALANCE REPORT FOR CITY OF OWOSSO
 PERIOD ENDING 05/31/2023

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DB: OWOSSO

		BALANCE		END BALANCE
		05/31/2022	2022-23	05/31/2023
GL NUMBER	DESCRIPTION	NORMAL (ABNORMAL)	AMENDED BUDGET	NORMAL (ABNORMAL)
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY				
Expenditures				
248-905-993.000	INTEREST	0.00	17,738.00	17,680.03
TOTAL EXPENDITURES		55,019.67	317,742.00	294,634.92
Total Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY				
TOTAL ASSETS		(6,878.92)		191,668.47
BEG. FUND BALANCE		0.00		(12,029.56)
+ NET OF REVENUES & EXPENDITURES		(6,878.92)	(6,195.00)	51,420.47
+ FUND BALANCE ADJUSTMENTS		0.00		152,277.56
= ENDING FUND BALANCE		(6,878.92)		191,668.47
+ LIABILITIES		0.00		0.00
= TOTAL LIABILITIES AND FUND BALANCE		(6,878.92)		191,668.47

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Loan Inventory Report
Interest Date: 5/31/2023

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Customer Code		Customer Name		Total Paid	Next Payment	Principal	Interest	Total
Loan Number	Loan Type							
00314		GILBERT'S HARDWARE						
00001	PROPERTY DEVELOPMENT LOAN			34,899.44	08/01/2023	18,578.47	46.45	18,624.92
Loan		06/30/2021	50,000.00					
00306		10 COMPUTER REPAIR & MORE LLC						
00002	EMERGENCY RESPONSE LOAN			2,453.83		0.00	0.00	0.00
Loan		06/30/2021	2,415.90					
00307		AAMAZON LEGAL SERVICES, PLLC						
00003	EMERGENCY RESPONSE LOAN			2,680.89		0.00	0.00	0.00
Loan		06/30/2021	2,635.99					
00308		ADAPTIVE TECHNOLOGY SOLUTIONS, LLC						
00004	EMERGENCY RESPONSE LOAN			3,305.39		0.00	0.00	0.00
Loan		06/30/2021	3,280.72					
Write Off		01/12/2022	0.00					
00309		ASHLEIGH'S DANCE SHACK LLC						
00005	EMERGENCY RESPONSE LOAN			2,680.89		0.00	0.00	0.00
Loan		06/30/2021	2,635.99					
00310		AZEE BUSINESS SOLUTIONS (NO PENALTY)						
00006	BUSINESS DEVELOPMENT LOAN			6,083.24	07/01/2023	19,999.52	50.00	20,049.52
Loan		06/30/2021	24,587.17					
00310		AZEE BUSINESS SOLUTIONS (NO PENALTY)						
00007	BUSINESS DEVELOPMENT LOAN			0.00		0.00	0.00	0.00
Loan		01/01/2022	23,000.00					
Write Off		01/01/2022	23,000.00					
00313		FOSTER COFFEE COMPANY						
00008	EMERGENCY RESPONSE LOAN			2,642.60		0.00	0.00	0.00
Loan		06/30/2021	2,635.99					
Write Off		09/01/2021	0.00					
00197		IHM ENTERPRISES						
00010	EMERGENCY RESPONSE LOAN			1,985.49		0.00	0.00	0.00
Loan		06/30/2021	1,985.45					
Write Off		07/01/2021	0.00					
00288		INSIGHT VISION CENTER, LLC						
00012	BUSINESS DEVELOPMENT LOAN			11,104.40	07/01/2023	36,151.79	90.38	36,242.17
Loan		06/30/2021	44,538.00					
00316		JACKIE LEE SHENK						
00013	EMERGENCY RESPONSE LOAN			2,430.88		0.00	0.00	0.00
Loan		06/30/2021	2,393.63					
00317		JE BLANCHETT, INC.						
00014	EMERGENCY RESPONSE LOAN			2,679.59		0.00	0.00	0.00
Loan		06/30/2021	2,635.99					
00321		MOWINSKI PROPERTIES, LLC						
00017	PROPERTY DEVELOPMENT LOAN			11,104.40	07/01/2023	36,933.83	0.00	36,933.83
Loan		06/30/2021	45,646.83					
00315		NORM HENRY SHOES						
00018	EMERGENCY RESPONSE LOAN			2,421.10		0.00	0.00	0.00
Loan		06/30/2021	2,421.10					

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Loan Inventory Report
Interest Date: 5/31/2023

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DB: Owosso

Customer Code		Customer Name		Total Paid	Next Payment	Principal	Interest	Total
Loan Number	Loan Type							
00322		O'MARIES', LLC						
00020	EMERGENCY RESPONSE LOAN			214.91	09/01/2021	3,003.87	0.00	3,003.87
	Loan	06/30/2021	3,065.81					
	Rate Change	09/02/2021	3.00					
00318		OWOSSO COOKIE COMPANY						
00023	BUSINESS DEVELOPMENT LOAN			5,794.00	06/01/2023	24,118.67	60.30	24,178.97
	Loan	06/30/2021	28,443.70					
00323		R & B MUSIC AND SOUND, LLC						
00024	EMERGENCY RESPONSE LOAN			2,458.93		0.00	0.00	0.00
	Loan	06/30/2021	2,421.08					
00289		SHOOK WESTOWN DEVELOPMENT, LLC.						
00025	PROPERTY DEVELOPMENT LOAN			11,104.40	07/01/2023	36,543.26	91.36	36,634.62
	Loan	06/30/2021	44,908.53					
00327		WE PRINT EVERYTHING, LLC						
00026	EMERGENCY RESPONSE LOAN			2,458.05		0.00	0.00	0.00
	Loan	06/30/2021	2,420.00					
00191		WOODWORTH COMMERCIAL LLC						
00027	EMERGENCY RESPONSE LOAN			2,680.89		0.00	0.00	0.00
	Loan	06/30/2021	2,635.99					
00191		WOODWORTH COMMERCIAL LLC						
00028	BUSINESS DEVELOPMENT LOAN			9,901.96	07/01/2023	21,724.23	54.31	21,778.54
	Loan	06/30/2021	29,765.09					
00282		WOODWORTH PROPERTIES LLC						
00029	BUSINESS DEVELOPMENT LOAN			11,587.20	08/01/2023	35,365.91	88.41	35,454.32
	Loan	06/30/2021	44,166.54					
00012		OWOSSO DDA						
00030	BUSINESS DEVELOPMENT LOAN			10,410.95	07/01/2023	22,048.81	0.00	22,048.81
	Loan	06/30/2021	30,920.72					
00344		BRIANNA LEIGH, LLC						
00031	BUSINESS DEVELOPMENT LOAN			47,733.28		0.00	0.00	0.00
	Loan	06/30/2021	46,894.64					
00345		BRIANNA LEIGH EQUITIES, LLC						
00032	PROPERTY DEVELOPMENT LOAN			47,733.28		0.00	0.00	0.00
	Loan	06/30/2021	46,894.64					
00346		108 E. EXCHANGE, OWOSSO, LLC						
00033	PROPERTY DEVELOPMENT LOAN			11,121.60	07/01/2023	40,386.99	100.97	40,487.96
	Loan	06/30/2021	48,563.42					
00357		SIDELINE SPORTS BAR, LLC						
00037	PROPERTY DEVELOPMENT LOAN			19,875.87	06/01/2023	32,444.94	59.54	32,504.48
	Loan	06/30/2021	50,000.00					
00372		THREE FIT CHICKS LLC						
00038	BUSINESS DEVELOPMENT LOAN			15,273.31	07/01/2023	37,390.37	93.48	37,483.85
	Loan	01/01/2022	50,000.00					

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Loan Inventory Report
Interest Date: 5/31/2023

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DB: Owosso

Customer Code		Customer Name		Total Paid	Next Payment	Principal	Interest	Total
Loan Number	Loan Type							
00373		CITY OF OWOSSO						
00039	INTERFUND LOAN			44,814.00	06/30/2024	58,164.13	0.00	58,164.13
	Loan	06/30/2021	92,846.70					
00197		IHM ENTERPRISES						
00044	PROPERTY DEVELOPMENT LOAN			13,016.20	05/01/2023	40,048.54	199.03	40,247.57
	Loan	07/01/2021	50,000.00					
00312		ELITE PET STYLING						
00045	EMERGENCY RESPONSE LOAN			3,759.60		0.00	0.00	0.00
	Loan	06/30/2021	3,500.00					
	Loan	07/01/2021	205.45					
00320		MA HANNA CORP OF MICHIGAN						
00046	EMERGENCY RESPONSE LOAN			833.57		0.00	0.00	0.00
	Loan	06/30/2021	677.13					
	Loan	07/01/2021	172.36					
	Write Off	10/01/2021	0.00					
00376		AZEE BUSINESS SOLUTIONS (PENALTY)						
00047	BUSINESS DEVELOPMENT LOAN			7,025.76	07/01/2023	17,199.51	43.00	17,242.51
	Loan	01/01/2022	23,000.00					
00395		AVIATOR JAYNE						
00048	PROPERTY DEVELOPMENT LOAN			0.01		0.00	0.00	0.00
	Loan	10/01/2022	40,000.00					
	Write Off	10/03/2022	39,447.93					
00395		AVIATOR JAYNE						
00049	PROPERTY DEVELOPMENT LOAN AS OF 2022			5,067.09	07/01/2023	36,611.04	152.55	36,763.59
	Loan	10/01/2022	40,000.00					
00400		SHI-SPORTSPLEX						
00050	PROPERTY DEVELOPMENT LOAN AS OF 2022			6,811.28	07/01/2023	45,451.04	246.19	45,697.23
	Loan	12/01/2022	50,000.00					
050-470-021-012-00		WESENER BUILDING, LLC						
00051	DDA/MAINSTREET LOAN			3,589.94	07/06/2023	32,174.30	0.00	32,174.30
	Loan	12/06/2022	34,747.43					
00002		CITY OF CORUNNA						
00052	CITY OF CORUNNA WATER DEBT 11% PER AGREEMENT			14,113.18	06/02/2023	6,761.34	0.00	6,761.34
	Loan	03/01/2023	20,874.52					
00002		CITY OF CORUNNA						
00053	CITY OF CORUNNA WATER DEBT 11% PER AGREEMENT			1,661.19	06/02/2023	100,758.84	325.87	101,084.71
	Loan	03/01/2023	102,076.58					
TOTALS:				385,512.59		701,859.40	1,701.84	703,561.24



Assure Station Metrics Monthly Reporting

Company Id
141801

Port Level
All

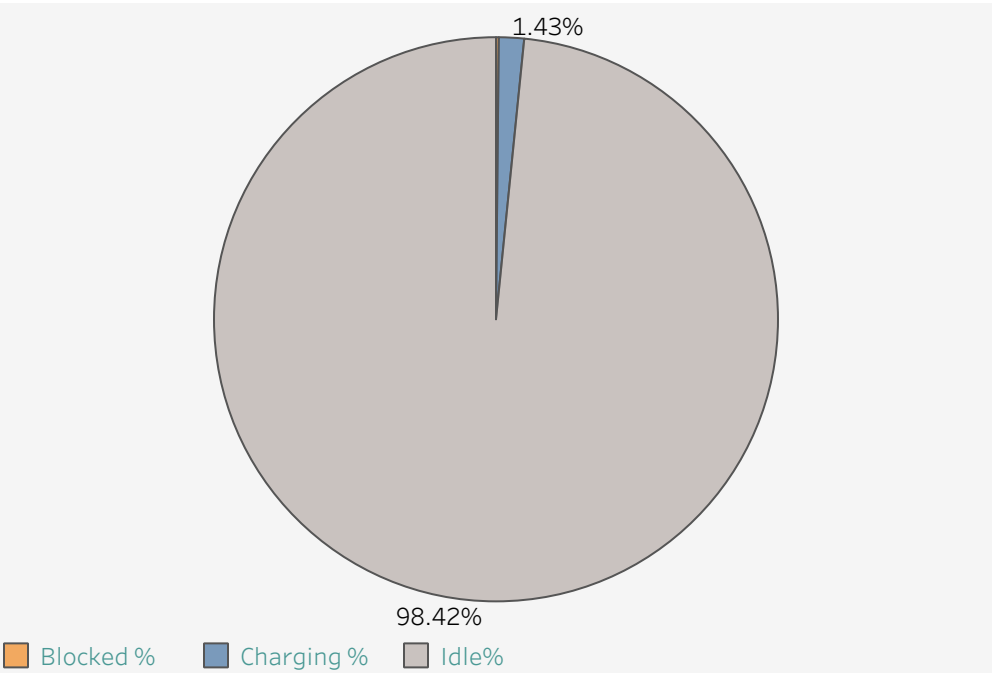
Owosso Main Street - Monthly Report - April 2023

Organization Name
All

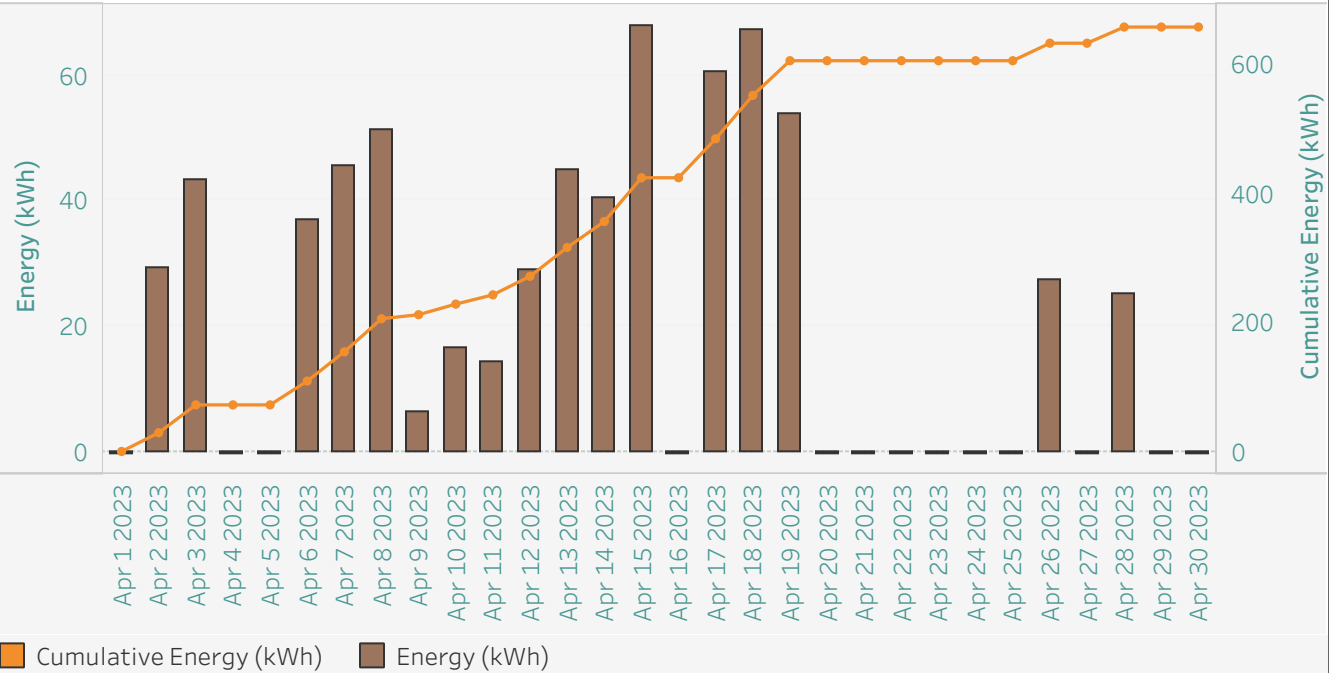
Month End Date
4/30/2023

Port Count	Station Count	Total Revenue (\$)	Energy (kWh)	GHG Savings (kg)	Gasoline Saved (Gal)	Unique Driver	Chargepoint Response SLA	Session Count
2	2	232	659	277	83	17	100.00%	36

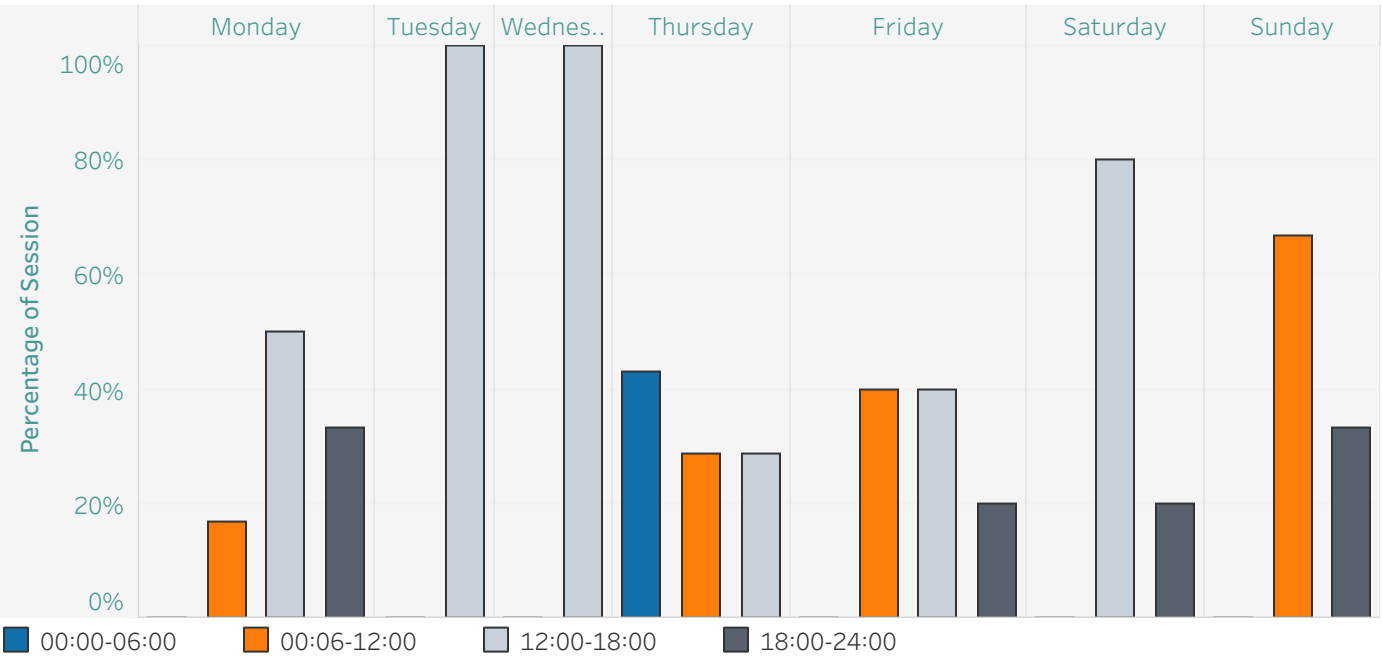
Port Utilization: 24 Hours



Energy Dispensed (kWh) by Day



Session Starts by Time of Day Month



Average Session Duration (Hours)	0.63
Average Session Charge Time (Hours)	0.57
Average Session Energy (kWh)	18.30
Average Session Revenue (\$)	6.44
Occupied Hours	22.80
Charging Hours	20.59
Service Tickets	0.00



Assure Station Metrics Reporting Appendix

Port Utilization Chart: This is a view of station utilization during common business hours.
You can use this information to determine if updates need to be made to pricing / access policies or if stations should be added.

Session Start Distribution Chart: This is a view (by day) of what times drivers start sessions.
You can use this information to fine tune time of day pricing policy rules.

Station / Port Count: In order to be counted, a station must have the "Assure" entitlement applied.
This is the number of stations / ports that currently have the "Assure" entitlement.

Total Revenue: This is the sum of session fees generated by your "Assure" stations minus the ChargePoint service fee (10%).
This is based on session dates (not transaction date which may differ). Your Flex Billing reports should be used for financial reporting.

Energy (kWh): All energy dispensed through your "Assure" stations.
This data point can be useful in reconciling station energy against energy bills.

GHG Savings (kg): All the green house gasses (95% CO2) that would have been released had the miles provided by your stations come from gasoline.
This data point can be useful in sustainability reporting.

Unique Drivers: The number of unique drivers that used your stations this month (a driver would be counted only once even if they used different RFID cards).
An understanding of the number of unique drivers visiting may be useful in creating station messaging / video ads.

Gasoline (Gal) Saved: All the gasoline that would have been burned had the miles provided by your stations come from gasoline.
This data point can be useful in sustainability reporting.

ChargePoint Response SL: Percentage of tickets to which ChargePoint responded within Service Level (1 business day).
ChargePoint holds itself accountable to our Service Level commitment.

Uptime: Percentage of time that your ports were capable of dispensing power.
ChargePoint is committed to keeping your ports dispensing power 98% of the time or better.

Sessions: Total session count.
An understanding of the number of times your stations authorize a session can be useful creating station messaging / video ads.

Average Session Duration: Average amount of time drivers occupy your stations.
This data point can be useful in fine tuning length of stay pricing policy rules.

Average Charging Time: Average amount of time per session energy is flowing.
This data point can be useful in fine tuning length of stay pricing policy rules.

Average Session Energy: Average amount of energy dispensed.
This data point can be useful in fine tuning price per kW pricing policy rules.

Average Session Revenue: Average session fee - 10%.
This data point can be useful in fine tuning minimum & maximum values for pricing policy rules.

Total Hours Occupied: Sum of all session durations.
This is used in part to determine utilization.

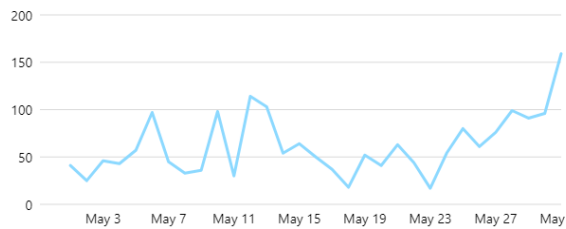
Total Hours Charging: Sum of all session charging durations.
This is used in part to determine utilization.

New Service Tickets: Count of trouble tickets tracking issues with a "Assure" station created this month.
This will help in keeping track of station fault issues raised with ChargePoint Support.

Page and profile visits

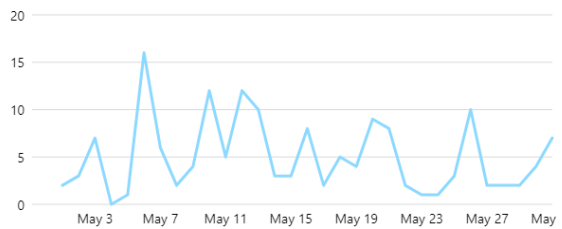
Facebook Page visits ⓘ

1,924 ↓ 12.2%



Instagram profile visits ⓘ

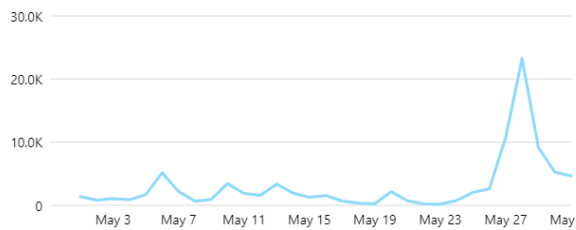
156 ↑ 35.7%



Reach

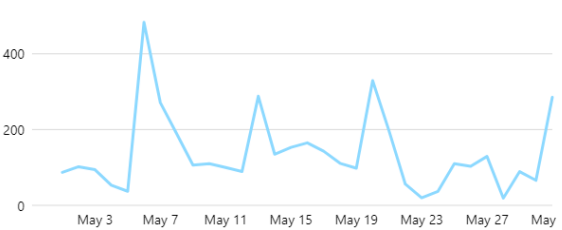
Facebook Page reach ⓘ

54,619 ↓ 10.4%



Instagram reach ⓘ

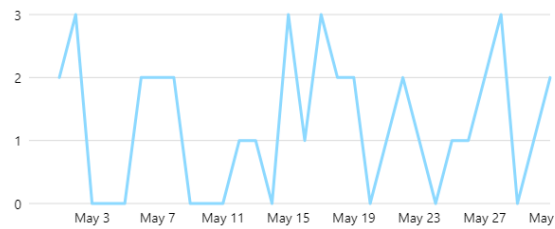
983 ↑ 0.4%



New likes and follows

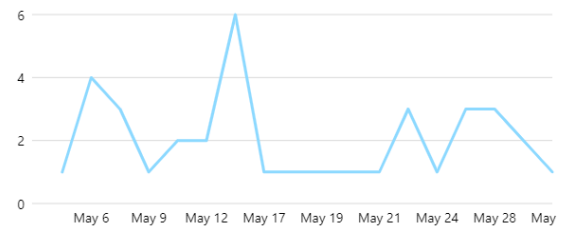
Facebook Page new likes ⓘ

38 ↑ 5.6%



New Instagram followers ⓘ

37 ↑ 19.4%





301 W. MAIN • OWOSSO, MICHIGAN 48867 • (989) 725-0570 • FAX (989) 723-8854

MEMORANDUM

DATE: June 7, 2023
TO: Owosso Main Street/Downtown Development Authority
FROM: Lizzie Fredrick, OMS/DDA Executive Director
SUBJECT: Election of OMS/DDA Officers

Per the OMS/DDA Bylaws, Article IV Section 2, the election of officers shall occur at the OMS/DDA annual meeting in June:

Officers. The officers of the Authority shall be a chairperson and vice-chairperson.

Election and Terms of Office. Officers of the Authority shall be elected annually by the Board at the regular annual meeting of the Board. If the election of officers shall not be held at such meeting, such election shall be held within 90 days of such meeting. Each officer shall hold office until their successor shall have been duly elected and shall have qualified.

Chairperson. The chairperson shall preside at all meetings of the Board and shall discharge the duties of the presiding officer.

Vice-Chairperson. In the absence of the chairperson or in event of their inability or refusal to act, the vice-chairperson shall perform the duties of the chairperson, and when so acting, shall have all the powers of and be subject to all the restrictions upon the chairperson. Any vice-chairperson shall perform such other duties as from time to time may be assigned to them by the chairperson or by the Board.

Staff recommends the Board conduct the election of officers per the OMS/DDA Bylaws.

Attachments:

OMS/DDA Bylaws – Pages 20-25
OMS/DDA Roster – Page 26

RESOLUTION NO. 25-2023

ADOPTING THE OWOSSO MAIN STREET/DDA BYLAWS

WHEREAS, the Owosso Main Street/DDA Board is a public body which is responsible for holding its own meetings in accordance with the Open Meetings Act, Act 267, Public Acts of Michigan, 1976, as amended; and

WHEREAS, the members of the Owosso Main Street/DDA Board have drafted and approved bylaws to direct the conduct and activities of such meetings and are submitting them to the City Council for approval.

NOW, THEREFORE, BE IT RESOLVED that the Owosso City Council hereby approves the bylaws of the Owosso Main Street/DDA as follows, such bylaws to be effective immediately:

BYLAWS GOVERNING THE DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET OF THE CITY OF OWOSSO

ARTICLE I

PURPOSES

Section 1. Statement of purposes. The purpose or purposes for which the Authority is organized are as follows: To act as a downtown development authority in accordance with Act 197 'of the Public Acts- of 1975, as amended; including but not limited to; to correct and prevent deterioration in downtown district; to encourage historical preservation; to create and implement development plans, to promote the economic growth; to encourage the expansion of commercial enterprises. In furtherance of these purposes, the Authority shall have all of the powers which now are or hereafter may be, conferred by law on authorities organized under Act 227, Public Acts of 1972, Act 149, Public Acts of 1911; Act 202, Public Acts of 1943; Act 94, Public Acts of 1933; Act 344, Public Acts of 1945, as amended; and particularly the powers granted by Act 197, Public Acts of 1975, and especially Section 7 thereof, to wit:

- (a) Prepare an analysis of economic changes taking place in the downtown district.
- (b) Study and analyze the impact of metropolitan growth upon the downtown district.
- (c) Plan and propose the construction, the renovation, repair, remodeling, rehabilitation, restoration, preservation, or reconstruction of a public facility, an existing building, or a multiple-family dwelling unit which may be necessary or appropriate to the execution of a plan which, in the opinion of the Board, aids in the economic growth of the downtown district.
- (d) Develop long-range, plans, in cooperation with the agency which is chiefly responsible for planning in the municipality, designed to halt the deterioration of property values in the downtown district and to promote the economic growth of the downtown district, and take such steps as may be necessary to persuade property owners to implement the plans to the fullest extent possible.
- (e) Implement any plan of development in the downtown district necessary to achieve the purposes of Act 197, in accordance with the powers of the Authority as granted by Act 197.
- (f) Make and enter into contracts necessary or incidental to the exercise of its powers and the performance of its duties.

- (g) Acquire by purchase or otherwise, on terms and conditions and in a manner the Authority deems proper or own, convey, or otherwise dispose of, or lease as lessor or lessee, land and other property, real or personal, or rights or interests therein, which the Authority determines is reasonably necessary to achieve the purposes of this, and to grant or acquire licenses, easements, and options with respect thereto.
- (h) Improve land and construct, reconstruct, rehabilitate, restore and preserve, equip, improve, maintain, repair, and operate any building, including multiple-family dwellings, and any necessary or desirable appurtenances thereto, within the downtown district for the use, in whole or in part, of any public or private person or corporation, or a combination thereof.
- (i) Fix, charge, and collect fees, rents, and charges for the use of any building or property under its control or any part thereof, or facility therein, and pledge the fees, rents, and charges for the payment of revenue bonds issued by the Authority.
- (j) Lease any building or property under its control, or any part thereof.
- (k) Accept grants and donations of property, labor, or other things of value from a public or private source.
- (l) Acquire and construct public facilities.

subject to any amendments to said statute either increasing or diminishing the powers of downtown development authorities formed thereunder.

Section 2. Development of work plans. The mission of the program will be achieved through the board's commitment to the National Main Street's Work Plan process, using its four-point approach through the organization committee, promotion committee, design committee, and the economic restructuring committee.

ARTICLE II

OFFICES

Section 1. Offices. The Authority may have such offices as the Board may determine, or the affairs of the Authority may require from time to time.

ARTICLE III

BOARD

Section 1. General Powers. The affairs of the Authority shall be managed by its Board.

Section 2. Number, Tenure and Qualifications. The Board of the Authority shall consist of nine (9) persons, the Chief Executive Officer of the City of Owosso or their designee on City Council and, eight (8) members. The members shall be appointed for a term of four (4) years. At least five of the members shall be persons having an interest in property located in the downtown district. At least one of the members shall be a resident of the downtown district, so long as the district has 100 or more persons residing within it.

Section 3. Selection of Board Members. The Chief Executive Officer of the City of Owosso with the advice and consent of the City Council, shall appoint the members of the Board. Subsequent Board members shall be appointed in the same manner as the original appointments at the expiration of each member's term of office.

Section 4. Expiration of Term; Continuation in. Office; Reappointment; Filling Vacancies. Members whose term of office has expired shall continue to hold office until his/her successor has been

appointed with the advice and consent of the City Council to serve additional terms. If a vacancy is created by the death, resignation, or removal of a member, a successor shall be appointed with the advice and consent of the City Council within thirty (30) days to hold office for the remainder of the term so vacated.

Section 5. Removal. Pursuant to notice and an opportunity to be heard, a member may be removed from office for inefficiency, neglect of duty, misconduct, malfeasance, accumulation of three (3) or more unexcused absences in a twelve (12) month period, or any other good cause by a majority vote of the City Council.

Section 6. Disclosure of Interests. A board member who has a direct interest in any matter before the Authority shall disclose his/her interest prior to the Authority taking any action with respect to the matter, which disclosure shall become a part of the record of the Authority's official proceedings. Further, any member making such disclosure, shall then refrain from participating in the Authority's decision-making processes relative to such matter.

Section 7. Annual Meeting. An annual meeting of the Board shall be held on the first Wednesday in the month of June in each year beginning with the year 2011 at the hour of seven-thirty a.m. for the purpose of electing officers and for the transaction of such other business as may come before the meeting. If the election of officers shall not be held on the day designated herein for any annual meeting or any adjournment thereof, the Board shall cause the election to be held at a regular or special meeting of the Board within 90 days of the annual meeting.

Section 8. Regular Meetings. Regular meetings of the Board shall be held at such time and place as the Board shall from time to time determine.

Section 9. Special Meetings. Special meetings of the Board may be called by or at the written request of the chairman or any two members. The person or persons authorized to call special meetings of the Board may fix any place as the place for holding any special meetings of the Board called by them.

Section 10. Notice of Meetings. Except as otherwise provided by law, all meetings shall be preceded by public notice in accordance with Public Act 267 of the Public Acts of 1976, as amended.

Section 11. Quorum and Voting. A majority of the members of the Board then in office shall constitute a quorum for the transaction of business. In the event that effective membership is reduced because of Disclosure of Interest (Article III, Section 6), a majority of the remaining members of the Board then in office shall constitute a quorum for the transaction of business.

Except in those cases where a larger majority is required by law, no motion, resolution or action shall be adopted or passed, nor shall any appointment be made, nor any person removed from office as permitted by these Rules, except by the affirmative vote of at least five (5) members of the Board.

Section 12. Public Meetings. The meetings of the Board 'shall be public.'

Section 13. Public Comment. Members of the Public may comment at the meetings of the Board. An individual will have no more than three (3) minutes to deliver their comment.

Section 14. Compensation of Members. Members of the Board shall serve without compensation, but shall be reimbursed for actual and necessary expenses subject to authorization by a vote of two-thirds of the majority of the Board members then qualified to vote.

ARTICLE IV

OFFICERS

Section 1. Officers. The officers of the Authority shall be a chairman and vice-chairman.

Section 2. Election and Terms of Office. Officers of the Authority shall be elected annually by the Board at the regular annual meeting of the Board. If the election of officers shall not be held at such meeting, such election shall be held within 90 days of such meeting. Each officer shall hold office until his/her successor shall have been duly elected and shall have qualified.

Section 3. Removal. Any officer elected or appointed by the Board may be removed by the Board whenever in its judgment the best interests of the Authority would be served thereby.

Section 4. Vacancies. A vacancy in office because of death, resignation, removal, disqualification or otherwise, may be filled by the Board for the unexpired portion of the term.

Section 5. Chairman. The chairman shall preside at all meetings of the Board and shall discharge the duties of the presiding officer.

Section 6. Vice-Chairman. In the absence of the chairman or in event of his/her inability or refusal to act, the vice-chairman shall perform the duties of the chairman, and when so acting, shall have all the powers of and be subject to all the restrictions upon the chairman. Any vice-chairman, shall perform such other duties as from time to time may be assigned to him/her by the chairman or by the Board.

Section 7. Employment of Personnel. The Board may employ personnel as deemed necessary by the Board. Such personnel may include, but not be limited to, a director, treasurer, secretary and legal counsel.

Section 7.1. Director. The Board may employ and fix the compensation of a director, subject to approval by the City Council. The director shall serve at the pleasure of the Board. A member of the Board shall not hold the position of director while serving on the Board. The Board may require the director to post a bond payable to the Authority for the use and benefit of the Authority. The premium for such bond is to be paid by the Authority. Subject to the approval of the Board, the director shall supervise, and be responsible for the preparation of plans and the performance of the functions of the Authority. The director shall attend the meetings of the Board, and shall render to the Board and to the City Council a regular report covering the activities and financial condition of the authority. The director shall furnish the Board with information or reports governing the operation of the Authority as the Board requires. If the director is absent or disabled, the Board may delegate his/her functions and responsibilities to any person otherwise qualified under this section. Such other person shall be designated as the acting director.

Section 7.2. Treasurer. The Board may employ and fix the compensation of a treasurer, who shall keep the financial records of the Authority and who, together with the director, shall approve all vouchers for the expenditure of funds of the Authority. If required by the Board, the treasurer shall give a bond for the faithful discharge of his/her duties in such sum and with such surety or sureties as the Board shall determine. He shall have charge and custody of, and be responsible for, all funds and securities of the Authority; receive and give receipts for moneys due and payable to the Authority from any source whatsoever, and deposit all such moneys in the name of the Authority in such banks, trust companies or other depositories as shall be selected in accordance with the provisions of Article VI of these rules; and in general perform all the duties incident to the office of treasurer and such other duties as shall be assigned from time to time by the Board.

Section 7.3. Secretary. The Board may employ and fix the compensation of a secretary, who shall maintain custody of the official seal and of records, books, documents, or other papers not required to be maintained by the treasurer. The secretary shall attend meetings of the Board and keep a record of its proceedings. The secretary shall see that all notices are duly given in accordance with the provisions of these rules or as required by law and shall keep a register of the post office address of each Board member as furnished by such member. The secretary shall also perform all

duties incident to the office of secretary and such other duties as from time to time may be assigned by the Board.

Section 7.4. Legal Counsel. The Board may retain legal counsel to advise the Board in the proper performance of its duties and to represent the Authority in actions brought by or against the Authority.

ARTICLE V

COMMITTEES

Section 1. Committees of Members. The Board, by resolution adopted by a majority of the Board, may designate and appoint one or more committees, each of which shall consist of two or more members, which committees shall have and exercise such authority as shall be granted to them by such resolution; provided, however, such committee shall not have the power or authority to adopt an agreement of merger or consolidation or an agreement for the sale, lease or exchange of all, or substantially all of the Authority's property and assets, dissolve the Authority or amend the rules of the Authority. Except as otherwise provided in such resolution, the members of such committee shall be members of the Authority and the Chairman shall appoint the members thereof. Any member may be removed by the person or persons authorized to appoint such member whenever in their judgment the best interests of the Authority shall be served by such removal.

Section 2. Term of Office. Each member of a committee shall continue as such until the next annual meeting of the members of the Authority and until his/her successor is appointed, unless the committee shall be sooner terminated, or unless such member be removed from such committee, or unless such member shall cease to qualify as a member thereof.

Section 3. Chairman. One member of each committee shall be appointed chairman by the person or persons authorized to appoint the members thereof.

Section 4. Quorum. Unless otherwise provided in the resolution of the Board designating a committee, a majority of the whole committee shall constitute a quorum and the act of a majority of the members present at a meeting at which a quorum is present shall be the act of the committee.

ARTICLE VI

CONTRACTS, CHECKS, DEPOSITS AND FUNDS

Section 1. Contracts. The Board may authorize the chairman, agent or agents of the Authority, to enter into any contract or execute and deliver any instrument in the name of and on behalf of the Authority, and such authorization may be general or confined to specific instances.

Section 2. Checks, Drafts, etc. All checks, drafts or orders for the payment of money, notes or other evidences of indebtedness issued in the name of the Authority, shall be signed by two persons as designated by the Board.

Section 3. Deposits. All funds of the Authority shall be immediately deposited to the credit of the Authority in such banks, trust, companies or other depositories as the Board may select.

Section 4. Gifts. The Board may accept on behalf of the Authority any contribution, gift, bequest or devise for the general purposes or for any special purposes of the Authority.

ARTICLE VII

BOOKS AND RECORDS

The Authority shall keep correct and complete books and records of account and shall also keep minutes of the proceedings of its members, Board and committees having any of the powers of the Board, and shall keep at the principal office a record giving the names and addresses of the members entitled to vote. All books and records of the Authority shall be open to the public at all times. An annual audit shall be conducted by an independent Certified Public Accountant and published, and shall be in compliance with Public Act No. 2 of 1968 and Public Act 621 of 1978.

ARTICLE VIII

FISCAL YEAR

The fiscal year of the corporation shall begin on the first day of July and end on the last day of June in each year.

ARTICLE IX

AMENDMENTS TO RULES

These rules may be altered, amended or repealed and new rules may be adopted by a majority of the members present at any regular meeting if written notice is given of intention to alter, amend or repeal or to adopt new rules at such meeting. The full nature of the rule change shall be included in the notice. Adoption of rule changes shall require affirmative votes by the majority of the members appointed. Changes in these rules are subject to approval by the City Council.

ARTICLE X

PARLIAMENTARY AUTHORITY

The rules contained the current edition of Robert's Rules of Order shall govern the Board in all cases to which they are applicable and in which they are not inconsistent with these bylaws and any special rules of order the Board may adopt.

I hereby certify that the foregoing document is a true and complete copy of a resolution authorized by the Owosso City Council at the regular meeting of February 6, 2023.


Amy K. Kirkland, City Clerk



<i>MEMBER</i>	<i>TITLE</i>	<i>APPOINTED</i>	<i>TERM EXPIRES</i>
EMILY OLSON	CITY COUNCIL	1/3/2023	6/30/2024
BILL GILBERT, TREASURER	OWNER, GILBERT'S HARDWARE AND APPLIANCE	2/16/2021	6/30/2024
TONI MARR	RESIDENT	1/17/2023	6/30/2025
NICOLE REYNA	OWNER, THE SIDELINE SPORTS BAR	6/21/2022	6/30/2026
MELISSA WHEELER	OWNER, MURTLE'S HANDMADE CHOCOLATES	9/7/2021	6/30/2024
JOSH ARDELEAN	OWNER, CLH INSURANCE	5/2/2022	6/30/2026
JON MOORE, CHAIR	OWNER, FOSTER COFFEE	2/16/2021	6/30/2024
LANCE OMER, VICE-CHAIR	OWNER, RE/MAX	7/6/2021	6/30/2025
ROBERT TEICH JR.	MAYOR	1/3/2023	11/12/2024



301 W. MAIN ▪ OWOSSO, MICHIGAN 48867 ▪ (989) 725-0570 ▪ FAX (989) 723-8854

MEMORANDUM

DATE: June 7, 2023

TO: Owosso Main Street/Downtown Development Authority

FROM: Lizzie Fredrick, OMS/DDA Executive Director

SUBJECT: FY22-23 Budget Amendments

Staff has reviewed the Fiscal Year 2022-2023 OMS/DDA year-to-date activity and remaining estimated expenditures to determine the fourth quarter budget amendments listed in blue on the attached budget amendment report.

Motion to consider:

Approve the OMS/DDA quarterly budget amendments as presented.

Attachments:

FY22-23 Q4 Budget Amendments – Pages 28-31

06/02/2023

BUDGET REPORT FOR CITY OF OWOSSO
Calculations as of 06/30/2023

GL NUMBER	DESCRIPTION	2022-23 ORIGINAL BUDGET	2022-23 AMENDED BUDGET	2022-23 ACTIVITY THRU 06/30/23	2022-23 Q4 BUDGET AMENDMENTS
ESTIMATED REVENUES					
Dept 000 - REVENUE					
248-000-402.000	GENERAL PROPERTY TAX	33,655	33,655	30,510	30,510
248-000-402.100	TIF	185,108	185,108	205,218	205,218
248-000-540.000	STATE SOURCES			45,000	45,000
248-000-573.000	LOCAL COMMUNITY STABILIZATION SHARE			18,728	18,728
248-000-665.000	INTEREST INCOME	1,800	1,800	1,397	1,250
248-000-670.000	LOAN PRINCIPAL			1,558	
248-000-670.100	LOAN INTEREST			2,253	2,258
248-000-674.200	DONATIONS	5,432	5,432		
248-000-674.300	INCOME-ECNMC RESTRUCTING	20,000	20,000		
248-000-674.400	INCOME-PROMOTION	17,600	17,600	24,490	24,490
248-000-674.500	INCOME-ORGANIZATION	10,000	10,000		
248-000-674.700	EV STATION REVENUE			1,194	1,400
248-000-675.000	MISCELLANEOUS			(11,677)	(11,677)
248-000-699.101	GENERAL FUND TRANSFER	37,952	37,952	20,098	37,952
248-000-699.287	ARPA TRANSFER IN			7,800	7,800
Totals for dept 000 - REVENUE		311,547	311,547	346,569	362,929
TOTAL ESTIMATED REVENUES		311,547	311,547	346,569	362,929

APPROPRIATIONS

Dept 200 - GEN SERVICES

248-200-728.000	OPERATING SUPPLIES	3,450	3,450	2,058	3,450
248-200-810.000	INSURANCE & BONDS	3,000	3,000	3,000	3,000
248-200-818.000	CONTRACTUAL SERVICES	6,500	6,500	19,999	25,000
248-200-920.000	UTILITIES			1,928	2,500
248-200-920.100	ELECTRICITY-EV STATION			1,116	1,400
248-200-920.300	TELEPHONE	500	500	409	500
248-200-930.000	BUILDING MAINTENANCE - DPW	58,200	58,200	29,271	55,000
248-200-940.000	EQUIPMENT RENTAL - DPW			110	2,000
248-200-955.000	MEMBERSHIPS & DUES	1,000	1,000	335	1,000
248-200-956.000	EDUCATION & TRAINING			215	215
248-200-969.000	DEVELOPER REIMBURSEMENT			30,694	30,694
248-200-995.101	TRANSFER TO GENERAL FUND	9,279	9,279	10,340	10,340
Totals for dept 200 - GEN SERVICES		81,929	81,929	99,475	135,099

Dept 261 - GENERAL ADMIN

248-261-702.100	SALARIES	62,000	62,000	44,497	62,000
248-261-702.200	WAGES			147	147
248-261-702.800	ACCRUED SICK LEAVE			868	868
248-261-703.000	OTHER COMPENSATION			2,480	2,480
248-261-715.000	SOCIAL SECURITY (FICA)	4,743	4,743	3,675	4,743
248-261-716.100	HEALTH INSURANCE	19,920	19,920	10,819	19,920
248-261-716.200	DENTAL INSURANCE	785	785	401	785
248-261-716.300	OPTICAL INSURANCE	116	116	64	116
248-261-716.400	LIFE INSURANCE	491	491	370	491
248-261-716.500	DISABILITY INSURANCE	796	796	542	796
248-261-717.000	UNEMPLOYMENT INSURANCE	47	47	1	47
248-261-718.200	DEFINED CONTRIBUTION	5,580	5,580	276	5,580
248-261-719.000	WORKERS' COMPENSATION	403	403	363	403
Totals for dept 261 - GENERAL ADMIN		94,881	94,881	64,503	98,376

Dept 704 - ORGANIZATION

248-704-728.000	SUPPLIES	700	700	34	50
248-704-818.000	WORK PLAN EXPENDITURE	9,300	9,300	468	2,500
Totals for dept 704 - ORGANIZATION		10,000	10,000	502	2,550

Dept 705 - PROMOTION

248-705-802.000	ADVERTISEMENT			1,052	1,052
248-705-818.000	WORK PLAN EXPENDITURES	19,000	19,000	1,727	3,000
248-705-818.730	ART WALK			602	1,000
248-705-818.750	GLOW			6,531	7,000
248-705-818.760	RETAIL EVENTS			135	200
248-705-818.770	MOTORCYCLE DAYS			459	750
248-705-818.780	CHOCOLATE WALK			1,012	1,500
248-705-818.790	NYE BLOCK PARTY			3,478	3,500
Totals for dept 705 - PROMOTION		19,000	19,000	14,996	18,002

Dept 706 - DESIGN

248-706-818.000	WORK PLAN EXPENDITURES	11,600	11,600	2,056	3,000
Totals for dept 706 - DESIGN		11,600	11,600	2,056	3,000

Dept 707 - ECONOMIC RESTRUCTURING

248-707-818.000	WORK PLAN EXPENDITURES	20,000	20,000	31,333	48,000
Totals for dept 707 - ECONOMIC RESTRUCTURING		20,000	20,000	31,333	48,000

Dept 901 - CAPITAL OUTLAY

248-901-965.585	CAPITAL CONTRIBUTION-DDA	1,900	1,900	7,800	7,800
Totals for dept 901 - CAPITAL OUTLAY		1,900	1,900	7,800	7,800

Dept 905 - DEBT SERVICE

248-905-991.100	PRINCIPAL	60,694	60,694	59,299	60,694
248-905-992.000	PAYING AGENT FEES			500	500
248-905-993.000	INTEREST	17,738	17,738	17,680	17,738
Totals for dept 905 - DEBT SERVICE		78,432	78,432	77,479	78,932

TOTAL APPROPRIATIONS	317,742	317,742	298,144	391,759
NET OF REVENUES/APPROPRIATIONS - FUND 248	(6,195)	(6,195)	48,425	(28,830)
BEGINNING FUND BALANCE	(12,030)	(12,030)	(12,030)	(12,030)
FUND BALANCE ADJUSTMENTS	152,278	152,278	152,278	152,278
ENDING FUND BALANCE	134,053	134,053	188,673	111,418



301 W. MAIN ▪ OWOSSO, MICHIGAN 48867 ▪ (989) 725-0570 ▪ FAX (989) 723-8854

MEMORANDUM

DATE: June 7, 2023

TO: Owosso Main Street/Downtown Development Authority

FROM: Lizzie Fredrick, OMS/DDA Executive Director

SUBJECT: OMS/DDA Website

The OMS/DDA Website Hosting and Maintenance contract with AJ Morris expired at the end of April 2023. Staff have worked with Morris to customize a proposal that includes the same services as the previous agreement and 6 hours of content updates.

Funds for the website management will come from Organization Work Plan Expenditure, 248.704.818.000.

Motion to consider:

Approve the Website Hosting, Maintenance and Content Updates Contract with AJ Morris in the amount of \$1,800 and authorize the OMS/DDA Executive Director to sign the agreement.

Attachments:

AJ Morris Proposal – Pages 33-34

AJ Morris Contract – Pages 35-40

Website Hosting, Maintenance, Content Updates

Starts: 04/29/2023

To: **Downtown Owosso - Main Street**

Lizzie Fredrick

From: **AJ Morris**

Services summary

Website Hosting & Maintenance

\$1,200.00 · Flat fee

Monthly Maintenance of the site. - Nightly backup and security checks - 90 Day Backup off-site retention - Weekly theme and plugin updates - Weekly WordPress update checks - 2 development hours are available for quick development tasks on the website. (Examples include: quick image changes, text changes, change website font or colors, or installing a new plugin)

Content Updates

\$500.00 · Flat fee

From time to time, as Lizzie (Client) needs assistance in getting content updated on the site, we can utilize content updates as part of the our agreement. With this agreement, I will include a total of 5 hours for the 12-month agreement that can be used at any point in time. If more hours are needed outside of the 5 hours, additional hours can be added per this agreement billed at \$100/hour.

Additional Content Updates

Amount billed based on time tracked · \$100.00/hr

Additional Content Updates will be billed only after the 5 hours have been consumed. These will be invoiced on a monthly basis and agreed upon between the client and the contractor.

Billing schedule

Contractor bills Client once.

Final invoice

\$1,800.00

Invoice includes the following services:

Website Hosting & Maintenance

\$1,200.00

\$1,200.00 · Flat fee

Content Updates

\$500.00

\$500.00 · Flat fee

Additional Content Updates

\$100.00/hr

Amount billed based on time tracked · \$100.00/hr

Project total:

\$1,800.00

Additional Content Updates

In the above section, it discusses the breakdown of costs associated with this proposal. The total project at the minimum will be the \$1800.00 for a 12-month period. However, there is a billing line item that will come into play once the 5 content hours are used up. That line item will be billed on a monthly basis and contractor will seek client approval in writing before doing any work associated with it.

Signatures

Lizzie Fredrick

Downtown Owosso - Main Street

AJ Morris

Service contract

Website Hosting, Maintenance, Content Updates

This contract (the "Agreement") is entered into by and between the below named parties (the "Parties"). This offer will expire at the close of business on 06/14/2023 if not accepted in writing by counter-signing this Agreement by the aforementioned date.

Client (the "Client")
Downtown Owosso - Main Street
Lizzie Fredrick

Contractor (the "Contractor")
AJ Morris

Services

Contractor agrees to perform services as described in Attachment A (the "Services") and Client agrees to pay Contractor as described in Attachment A.

Signatures

In witness whereof, the Parties, have executed this Agreement, inclusive of Attachment A and Attachment B, as of the later of the two dates below (the "Effective Date").

Client (Lizzie Fredrick)
Signature
Date

Contractor (AJ Morris)
Signature
04/29/2023Date

Page 1 of 6

Attachment A: Services

Term Starts:

04/29/2023

Services summary

Website Hosting & Maintenance

\$1,200.00 · Flat fee

Monthly Maintenance of the site. - Nightly backup and security checks - 90 Day Backup off-site retention - Weekly theme and plugin updates - Weekly WordPress update checks - 2 development hours are available for quick development tasks on the website. (Examples include: quick image changes, text changes, change website font or colors, or installing a new plugin)

Content Updates

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Additional Content Updates

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Content Updates

\$500.00

\$500.00 · Flat fee

Additional Content Updates

\$100.00/hr

Amount billed based on time tracked · \$100.00/hr

Project total:

\$1,800.00

Attachment B: Terms and Conditions

The best work comes out of great relationships. Honesty, respect and gratitude are the keys to a great relationship and therefore we have an interest in treating each other with these values at all times. As much as legal documents are important, what truly binds us is our drive to do great work with great people and to develop a relationship of mutual respect and trust.

Acceptances

The undersigned representative of Client has the authority to enter into this Agreement on behalf of Client. Client agrees to cooperate and to provide Contractor with everything needed to complete the Services as, when and in the format requested by Contractor.

Contractor has the experience and ability to do everything Contractor agreed to for Client and will do it all in a professional and timely manner. Contractor will endeavor to meet every deadline that's set and to meet the expectation for Services to the best of its abilities.

Warranty

Contractor warrants that: (i) the Services will be performed in a professional and workmanlike manner and that none of such Services or any part of this Agreement is or will be inconsistent with any obligation Contractor may have to others; (ii) none of the Services or Inventions or any development, use, production, distribution or exploitation thereof will infringe, misappropriate or violate any intellectual property or other right of any person or entity (including, without limitation, Contractor); (iii) Contractor has the full right to provide Client with the assignments and rights provided for herein; (iv) Contractor shall comply with all applicable laws in the course of performing the Services and (v) if Contractor's work requires a license, Contractor has obtained that license and the license is in full force and effect. EXCEPT AS SET FORTH IN THIS ATTACHMENT B, CONTRACTOR DISCLAIMS ANY AND ALL WARRANTIES, WHETHER EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, SUITABILITY, COMPLETENESS OR RESULTS TO BE DERIVED FROM THE WORK. EXCEPT AS SET FORTH HEREIN, ALL DELIVERABLES ARE DELIVERED ON AN "AS-IS" BASIS.

Confidentiality & Non-Disclosure

Each party shall maintain, in the strictest confidence, all Confidential Information (as defined in the next sentence) of the other party. "Confidential Information" means all (i) nonpublic information (at the time of disclosure) disclosed by one party to the other party under this Agreement, provided such information is marked or indicated by the disclosing party to be confidential; (ii) and any information which ought reasonably be considered confidential with regard to the circumstances surrounding disclosure, whether or not such information is marked "Confidential".

In the event a party is required to disclose Confidential Information pursuant to a judicial or other governmental order, such party shall, to the maximum extent permitted by law or opinion of counsel, provide the other party with prompt notice prior to any disclosure so that the party or its client may seek other legal remedies to maintain the confidentiality of such Confidential Information.

Each party receiving Confidential Information shall be responsible for any breach of this provision that is caused by any of its employees, affiliates, representatives or agents and such party agrees to indemnify and hold harmless the other party from and against any liabilities, claims, damages, losses, costs and expenses resulting, directly or indirectly, from any breach by a party, or any of its employees or independent contractors, of any provision of this Agreement. The obligations of this Section shall survive termination of this Agreement for a period of 3 years.

Ownership and Licenses

Contractor agrees that the deliverables and materials developed pursuant to this Agreement (including, without limitation, all presentations, writings, ideas, concepts, designs, text, plans, and other materials that Contractor conceives and develops pursuant to this Agreement, including all materials incorporated therein whether such materials were conceived or created by Contractor individually or jointly, on or off the premises of Client, or during or after working time) shall be treated as if the development of such deliverable constitutes a "work for hire" and shall be owned by Client upon payment of all fees due to Contractor pursuant to this Agreement.

In the event that any such material is considered not to be a "work made for hire," Contractor hereby assigns all ownership (whether represented or not by a registered patent, copyright, trade secret) and other proprietary or rights, title and interest in such deliverables and materials to Client, and agrees to execute such documents as Client may reasonably request, in order to assist Client in obtaining and protecting such rights.

Contractor agrees that Contractor has no interest in any materials that Contractor submits to Client, including, without limitation, any security interest therein, and hereby releases to Client any interest therein (if any) which may be created by operation of law. Except as otherwise agreed to in writing and as necessary in the performance of this Agreement, Contractor shall have no rights to license, sell or use the deliverables or materials developed under this Agreement, or any portion thereof.

Non-Solicit

Contractor agrees that during the period in which it is providing Services and for one year thereafter, Contractor will not encourage or solicit any employee, vendor, client or contractor of Client to leave Client for any reason.

Relationship of Parties

Nothing contained in this Agreement shall be construed to create a partnership, joint or co-venture, agency, or employment relationship between Contractor and Client. Both Parties agree that Contractor is, and at all times during this Agreement shall remain, an independent contractor.

Term & Termination

Either Party may terminate this Agreement at any time, with or without cause, upon 7 days written notice.

Either Party also may at any time terminate the Agreement immediately if: (i) the other party commits a breach of this Agreement and such party does not cure a breach within 5 days of written notice from the non-breaching party of such breach.

If this Agreement is terminated earlier by Client without cause, Client agrees to pay Contractor any and all sums which are due and payable for: (i) services provided as of the date of termination; and (ii) expenses already incurred, including those from documented non-cancelable commitments. Contractor agrees to use the best efforts to minimize such costs and expenses.

Termination for any reason shall not affect the rights granted to Client by Contractor hereunder. Upon termination, Client shall pay to Contractor all undisputed amounts due and payable. If upon termination Client has not paid undisputed fees owed for the material, deliverables or Services provided by Contractor as of the date of termination, Client agrees not to use any such material or the product of such Service, until Client has paid Contractor in full. Any provisions or clause in this Contract that, by its language or context, implies its survival shall survive any termination or expiration of this Agreement. Notwithstanding anything to the contrary in this Agreement, Contractor shall retain a perfected security interest in the deliverable or material until Client has made payment in full for all undisputed amounts as of the termination date. Contractor hereby agrees to release and waive its security interest in the deliverable and material upon receipt of full payment for all undisputed amounts.

Payment Terms

Client understands the importance of paying independent contractors in a timely manner and wants to maintain a positive working relationship with Contractor to keep the project moving forward. Payments for each invoice delivered by Contractor to Client are due within 15 days of receipt. In case of overdue payments, Contractor reserves the right to stop work until payment is received.

Late Payment

In the event an invoice is not paid on time, to the maximum extent allowable by law, Contractor will charge a late payment fee of 1.50% per month on any overdue and unpaid balance not in dispute.

Contractor's acceptance of such service charges does not waive its rights to any remedies for Client's breach of this Agreement. All payment obligations are non-cancelable and fees paid are non-refundable.

Expense Reimbursement

Client shall reimburse all expenses that are reasonable and that have been authorized in writing by Client in advance; payable within 15 days of itemized invoice.

Website Changes

Any website changes requested by client will be changed within 72 hours of receiving the request by the contractor.

Changes to Agreement

Any material changes to the Services, including work to be performed and related fees must be approved by the prior written consent of both parties.

Page 5 of 6

Indemnification and Limitation of Liability

Contractor agrees to indemnify, defend and hold harmless Client from any and all claims, actions, damages, and liabilities (excluding, without limitation, attorneys' fees, costs and expenses) arising (i) through Contractor's gross negligence; (ii) out of any claim that the materials or deliverables, or any portion thereof, in fact infringes upon or violate any proprietary rights of any third party, including but not limited to patent, copyright and trade secret rights; or (iii) from a breach or alleged breach of any of Contractor's representations, warranties or agreements herein.

Client agrees to indemnify, defend and hold harmless Contractor from any and all claims, actions, damages, liabilities, costs and expenses (including, without limitation, reasonable attorneys' fees) arising in any manner caused by Client's (i) gross negligence; (ii) out of any claim that Client provided content, or any portion thereof in fact infringes upon or violate any proprietary rights of any third party, including but not limited to patent, copyright and trade secret rights; or (iii) from a breach or alleged breach of any of Client's representations, warranties or agreements herein.

TO THE MAXIMUM EXTENT ALLOWABLE BY LAW, CONTRACTOR SHALL NOT BE LIABLE TO THE CLIENT FOR ANY INCIDENTAL, CONSEQUENTIAL, INDIRECT, SPECIAL, PUNITIVE OR EXEMPLARY DAMAGES (INCLUDING DAMAGES FOR LOST PROFIT, LOSS OF BUSINESS OR THE LIKE) ARISING OUT OF OR RELATING TO THIS ATTACHMENT B OR THIS AGREEMENT, CONTRACTOR'S PERFORMANCE HEREUNDER OR DISRUPTION OF ANY OF THE FOREGOING, EVEN IF CLIENT HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES AND REGARDLESS OF THE CAUSE OF ACTION, WHETHER SOUNDING IN CONTRACT, TORT, BREACH OF WARRANTY OR OTHERWISE. TO THE MAXIMUM EXTENT ALLOWABLE BY LAW, CONTRACTOR'S AGGREGATE LIABILITY UNDER THIS ATTACHMENT B AND THIS AGREEMENT SHALL IN NO EVENT EXCEED THE AGGREGATE COMPENSATION PAID BY CLIENT TO THE CONTRACTOR UNDER THIS AGREEMENT.

Right to Authorship Credit

Both Parties agree that when asked, Client must properly identify Contractor as the creator of the deliverables. Client does not have a proactive duty to display Contractor's name together with the deliverables, but Client may not seek to mislead others that the deliverables were created by anyone other than Contractor.

Client hereby agrees Contractor may use the work product as part of Contractor's portfolio and websites, galleries and other media solely for the purpose of showcasing Contractor's work but not for any other purpose.

Contractor will not publish any confidential or non-public work without Client's prior written consent.

Governing Law and Dispute Resolution

This Agreement and any dispute arising hereunder shall be governed by the laws of the jurisdiction of Contractor's primary business location (the "Contractor's Jurisdiction"), without regard to the conflicts of law provisions thereof. For all purposes of this Agreement, the Parties consent to exclusive jurisdiction and venue in the courts located in the Contractor's jurisdiction.

The failure of either party to enforce its rights under this Agreement at any time for any period shall not be construed as a waiver of such rights.

Force Majeure

No failure or omission by a party in the performance of any obligation under this Agreement shall be deemed a breach of this Agreement or create any liability if such failure or omission shall arise from any cause or causes beyond the reasonable control of such party which cannot be overcome through that party's reasonable diligence, e.g., strikes, riots, war, acts of terrorism, acts of God, severe illness, invasion, fire, explosion, floods and acts of government or governmental agencies or instrumentalities.

Notices

Any notices to either Party made pursuant to this Agreement shall be made and sent (i) via US mail or a nationally recognized carrier to the other Party's address on file; (ii) or via e-mail to the other Party's designated representative. Each Party shall have an independent obligation to provide and update, as necessary, the mail and e-mail address on file for such notices. Notices sent by e-mail shall be deemed effective once sent if no error or "bounce back" has been received within twenty-four (24) hours of submission.

Appropriate Conduct

Client and Contractor will seek to maintain a professional relationship that is free from harassment of any kind and from any other offensive or disrespectful conduct. If at any time during the term of this Agreement Contractor believes that he/she has been subjected to harassing behavior on the part of Client or Client's staff, Contractor will notify Client immediately and demand that appropriate actions will be taken to correct the matter. In the event that the reported behavior continues following Contractor's second notice, such behavior will constitute a breach of this Agreement and entitle Contractor to terminate this Agreement in accordance with the Agreement's Term and Termination Clause, and be paid in full for the ordered project or for the planned monthly service hours, as applicable, without limiting any other right or remedy available to Contractor by law.

Miscellaneous

The section and subsection headings used in this Agreement are for convenience only and will not be used in interpreting this Agreement. Both parties have had the opportunity to review this Agreement and neither party will be deemed the drafter of this Agreement for the purposes of interpreting any ambiguity in this Agreement. The parties agree that this Agreement may be signed by manual or facsimile signatures and in counterparts, each of which will be deemed an original and all of which together will constitute one and the same instrument. In the event that any provision of this Agreement will be determined to be illegal or unenforceable, that provision will be first revised to give the maximum permissible effect to its original intent or, if such revision is not permitted, that specific provision will be eliminated so that this Agreement will otherwise remain in full force and effect and enforceable.

Entire Contract

This Agreement, along with this Attachment B, and any exhibits, schedules or attachments, between the Parties supersedes any previous arrangements, oral or written, and may not be modified in any respect except by a future written agreement signed by both Parties.



301 W. MAIN • OWOSSO, MICHIGAN 48867 • (989) 725-0570 • FAX (989) 723-8854

MEMORANDUM

DATE: June 7, 2023
TO: Owosso Main Street/Downtown Development Authority
FROM: Lizzie Fredrick, OMS/DDA Executive Director
SUBJECT: Electric Vehicle Parking Violation

Amendments to the City Fee Schedule will be proposed to Council for approval. The Board has the authority to recommend an increase to the fee structure for EV Parking Violations.

Current EV Parking Violation Fee:

- Electric Vehicle Parking: Public use charging stations shall be reserved for parking and charging electric vehicles only

➤ Paid within 7 days	\$15
➤ Paid within 14 days	\$30
➤ Paid within 30 days	\$45

Recommended Amended EV Parking Violation Fee:

Paid within 7 days: \$30
Paid within 14 days: \$45
Paid within 30 days: \$60

There is no fiscal impact to the OMS/DDA budget from the parking violation fee. Fee payments go to the budget supporting parking enforcement, which includes downtown.

Motion to consider:

Recommend City Council amend the EV Parking Violation Fee structure as presented.

Attachments:

City of Owosso 2022 Parking Fees – Pages 42-43
Proposed Parking Fee Amendments – Page 44
Overnight Parking Fee Comparison – Page 45

**CITY OF OWOSSO
2022 PARKING FEE SCHEDULE**

1. PARKING FINES – DEFINED IN SECTION 33 OF THE OWOSSO MUNICIPAL CODE		
• Abandoned car		
➤ Paid within 7 days		\$15
➤ Paid within 14 days		\$30
➤ Paid within 30 days		\$45
• Across parking line		
➤ Paid within 7 days		\$15
➤ Paid within 14 days		\$30
➤ Paid within 30 days		\$45
• Blocking alley		
➤ Paid within 7 days		\$15
➤ Paid within 14 days		\$30
➤ Paid within 30 days		\$45
• Blocking driveway		
➤ Paid within 7 days		\$15
➤ Paid within 14 days		\$30
➤ Paid within 30 days		\$45
• Blocking traffic		
➤ Paid within 7 days		\$15
➤ Paid within 14 days		\$30
➤ Paid within 30 days		\$45
• Double parking		
➤ Paid within 7 days		\$15
➤ Paid within 14 days		\$30
➤ Paid within 30 days		\$45
• Electric Vehicle Parking: Public use charging stations shall be reserved for parking and charging electric vehicles only		
➤ Paid within 7 days		\$15
➤ Paid within 14 days		\$30
➤ Paid within 30 days		\$45
• Fifth violation of any above violations within a 30-day period		
➤ Paid within 7 days		\$100
➤ Paid within 14 days		\$100
➤ Paid within 30 days		\$100
• Moving to evade time limitations		
➤ Paid within 7 days		\$15
➤ Paid within 14 days		\$30
➤ Paid within 30 days		\$45
• Other parking violation		
➤ Paid within 7 days		\$15
➤ Paid within 14 days		\$30
➤ Paid within 30 days		\$45
• Overnight parking in 3:00 am to 6:00 am zone		
➤ Paid within 7 days		\$15
➤ Paid within 14 days		\$30
➤ Paid within 30 days		\$45
• Parked facing wrong way		
➤ Paid within 7 days		\$15
➤ Paid within 14 days		\$30
➤ Paid within 30 days		\$45

• Parking in prohibited zone		
➤	Paid within 7 days	\$15
➤	Paid within 14 days	\$30
➤	Paid within 30 days	\$45
• Parking in loading zone		
➤	Paid within 7 days	\$15
➤	Paid within 14 days	\$30
➤	Paid within 30 days	\$45
• Parking on sidewalk or crosswalk		
➤	Paid within 7 days	\$15
➤	Paid within 14 days	\$30
➤	Paid within 30 days	\$45
• Parked at yellow curb		
➤	Paid within 7 days	\$15
➤	Paid within 14 days	\$30
➤	Paid within 30 days	\$45
• Parked in handicap zone		
➤	Paid within 7 days	\$50
➤	Paid within 14 days	\$100
➤	Paid within 30 days	\$100
• Parked within 15 feet of fire hydrant		
➤	Paid within 7 days	\$15
➤	Paid within 14 days	\$30
➤	Paid within 30 days	\$45
• Parking over 12 inches from curb		
➤	Paid within 7 days	\$15
➤	Paid within 14 days	\$30
➤	Paid within 30 days	\$45
• Parked over legal limit in areas other than business districts defined in sec. 33-37		
➤	Paid within 7 days	\$15
➤	Paid within 14 days	\$30
➤	Paid within 30 days	\$45
• Parked over legal limit in business districts defined in sec. 33-37 – 3 rd & subsequent violations in each calendar year		
➤	Paid within 7 days	\$15
➤	Paid within 14 days	\$30
➤	Paid within 30 days	\$45
• Parking of a truck or commercial vehicle with a gross weight in excess of 5 tons or in excess of 22 feet in length in violation of the provisions of section 5.61 of the Uniform Traffic Code		
➤	Paid within 7 days	\$25
➤	Paid within 14 days	\$50
➤	Paid within 30 days	\$75

Parking Violations and Fines rev. 9/2013		
Violation No.	Within 72 Hrs.	If Paid After 72 Hrs.
(1) Expired Parking Meter		
(2) Parking over legal limit in areas other than business districts defined in section 33-37	\$10.00	\$15.00 third and subsequent violations in
(3) Parking over legal limit in business districts defined in section 33-37, third and subsequent violations in each calendar year	\$10.00	\$10.00
(4) Moving to evade time limitations	\$10.00	\$10.00
(5) Parking in prohibited zone	\$10.00	\$15.00
(6) Parking in loading zone	\$10.00	\$10.00
(7) Parking on sidewalk or crosswalk	\$15.00	\$10.00
(8) Parking at yellow curb	\$10.00	\$10.00
(9) Overtime parking in 3:00am to 6:00am zone	\$10.00	\$10.00
(10) Parking within fifteen feet of fire hydrant	\$10.00	\$15.00
(11) Parking in handicapped zone	\$50.00	\$100.00
(12) Double Parking	\$10.00	\$15.00
(13) Parked facing wrong way	\$10.00	\$15.00
(14) Blocking driveway	\$10.00	\$15.00
(15) Across parking line	\$10.00	\$10.00
(16) Blocking alley	\$10.00	\$15.00
(17) Blocking traffic	\$10.00	\$15.00
(18) Parking over twelve inches from curb	\$10.00	\$15.00
(19) Abandoned car	\$10.00	\$15.00
(20) Parking of a truck or commercial vehicle with a gross weight in excess of five tons or in excess of twenty-two feet in length in violation of the provisions of section 5.61 of the Uniform Traffic Code	\$25.00	\$50.00
(21) Other parking violation	\$10.00	\$15.00
(22) Fifth violations of any above violation within a thirty-day period	\$100.00	\$100.00

Proposed Changes

If paid within 7 days	If paid within 14 days of violation	If paid within 30 days of violation
\$15.00	\$30.00	\$45.00
\$15.00	\$30.00	\$45.00
\$15.00	\$30.00	\$45.00
\$15.00	\$30.00	\$45.00
\$15.00	\$30.00	\$45.00
\$15.00	\$30.00	\$45.00
\$15.00	\$30.00	\$45.00
\$15.00	\$30.00	\$45.00
\$15.00	\$30.00	\$45.00
\$50.00	\$100.00	\$100.00
\$15.00	\$30.00	\$45.00
\$15.00	\$30.00	\$45.00
\$15.00	\$30.00	\$45.00
\$15.00	\$30.00	\$45.00
\$15.00	\$30.00	\$45.00
\$15.00	\$30.00	\$45.00
\$15.00	\$30.00	\$45.00
\$15.00	\$30.00	\$45.00
\$25.00	\$50.00	\$75.00
\$15.00	\$30.00	\$45.00
\$100.00	\$100.00	\$100.00

City	Overnight Parking	7-days from violation	30-days from violation	90-days from violation
Owosso	\$10.00	\$10.00		
Manistee	\$40.00		\$100 @ 14-days	
Big Rapids	\$15.00	\$30.00	\$45.00	\$65.00
Holland	\$15.00	\$25.00		
Mt. Pleasant	\$15.00	\$30.00		
Howard City	\$50.00	\$100	*State Citation	
Ludington	\$30.00			
Coldwater	\$10.00	\$25.00	*State Citation	
St. Joseph	\$10.00	\$50.00	\$75.00	
Sault Ste. Maire	* Use parking meters and paid garage	\$12.00 per day		
Alma	\$25.00			
Cadillac	\$15.00	\$25.00		
Traverse City	\$15.00	\$25.00	\$45.00	\$20.00
Lapeer	\$20.00	\$30.00		



MEMORANDUM

DATE: June 7, 2023

TO: Owosso Main Street/Downtown Development Authority

FROM: Lizzie Fredrick, OMS/DDA Executive Director

SUBJECT: Michigan Main Street Accreditation

To maintain accreditation as a Michigan Main Street, the Board must complete the Main Street Accreditation Process, which includes a self-assessment and site visit.

The Board can either schedule a Special Meeting for the self-assessment or complete the self-assessment in two portions split between the July and August Board meetings. Included is the accreditation timeline, an overview of the accreditation visit and the self-assessment tool that the Board will use to evaluate Owosso Main Street.

Timeline for the accreditation process:

- Self-Assessment – Due August 25, 2023
 - A tool to gauge where the community is at related to each of the 6 standards
 - A framework to help familiarize the communities with each of the standards
 - True evaluation process will take place in 2024
- MMS Review Self-Evaluations/Feedback – August 28, 2023 -September 29, 2023
- In-person site visit – October 31, 2023
 - Director, Board and City Manager
- MMS Application Based Service Due – December 15, 2023
- Check in Calls on Accreditation and Services – January 8-31, 2024
 - Director and Board Chair

Attachments:

MMS Accreditation Visit – Pages 47-48

MSA Self-Assessment Tool – Pages 49-70



Michigan Main Street *Accreditation Visit*

Tuesday, October 31, 2023

Purpose and Summary

The primary purpose of the Accreditation Visit is to determine the progress the local Main Street program is making towards the 6 standards:

- Broad-Based Community Commitment to Revitalization
- Inclusive Leadership and Organizational Capacity
- Diversified Funding and Sustainable Program Operations
- Strategy-Driven Programming
- Preservation-based Economic Development
- Demonstrated Impact and Results

The Michigan Main Street staff will use three primary tools to measure progress — the program self-evaluation, the documents provided by the local Main Street program (transformation strategy, goals, measures of success, budget, and work plans), and interviews with local stakeholders.

The Accreditation Visit service has four primary objectives.

- To recognize Main Street program successes during the period in review;
- To review the progress the Main Street program has made toward meeting the annual objectives set forth in its transformation strategy (goals, and measures of success)
- To identify obstacles in meeting work plan objectives;
- To develop strategies that address changes in the environment, new opportunities, and emerging threats facing the local Main Street program.

Format

The Accreditation Visit will be scheduled by the director. The meetings can happen in any order that works best for those groups of people.

❑ Meeting schedule

- Meeting with Main Street Program Director (Lunch/Breakfast) (1 hour)
- Meeting with Mayor and City/Village Manager (45 minutes)
- Meeting with DDA/Main Street Board of Directors (1 hour)

Local Community Responsibilities

The local community is required to assist the Michigan Main Street staff with the following:

- ❑ Logistics and documentation
 - Ensure that self-evaluations are completed by MS Board and submitted by August 25, 2023
 - Provide in their shared Box folders the following information:
 - Transformation Strategy, Goals, and Measures of Success
 - Budget
 - Workplans
 - Organize meetings on behalf of MMS to meet scheduling needs (maximum participation from the local program director and MS board are expected at these meetings)
 - Prepare a final agenda, complete with times and locations, and provide to Michigan Main Street no later than one week before the on-site visit.



THE MAIN STREET AMERICA EVALUATION FRAMEWORK

COMMUNITY SELF-ASSESSMENT TOOL - *Version 1.0 - January 2022*

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COMMUNITY SELF-ASSESSMENT TOOL

For over 40 years, Main Street programs across the country have used the Main Street Approach™ to support revitalization and catalyze positive transformation of their downtowns and neighborhood commercial corridors. Through grassroots leadership, partnership building, community engagement, and a commitment to holistic preservation-based economic development, thousands of Accredited and Affiliate Main Street programs have created lasting impact for their local economies and communities as a whole.

AN EMPOWERING MODEL FOR REVITALIZATION

The new Main Street America Evaluation Framework, developed by Main Street America (MSA) in close partnership with Main Street Coordinating Programs, outlines what it means to be a highly successful Main Street program and sets a path for growth and development for newer programs. Depending on achievement, score, and maturity, programs will either be designated as Affiliate or Accredited.

Annual program assessments are an important opportunity for local Main Street leaders, volunteers, partners, and Coordinating Programs to come together to reflect on the progress of a program's efforts and identify opportunities to build and grow.

The following Self-Assessment has been developed as a tool to help Main Street leaders recognize how their program's efforts already align with the new standards and identify areas for deeper focus and prioritization. The tool will also serve as a basis for local leaders to work with their Coordinating Program on identifying areas for capacity building, program development, and training needs. This process will also inform Main Street America on our network's strengths, greatest needs and opportunities.

We encourage you to look at this tool as a working model – one that will adapt and grow as we test it in the field before full implementation at the end of 2023. We invite you to be in close communication with Main Street America staff and your Coordinating Program to explore how these new standards and measures are working for your organization, what might be missing or unclear, and how Main Street America can support your efforts. Once you've spent time with the new standards and the self-assessment tool, **we invite you to submit feedback [here](#).**

WHO SHOULD USE THIS TOOL

- Currently and previously Accredited programs
- Affiliate-level programs wanting to become Accredited in the future
- New communities could also consider the content of the self-assessment as a guide to establish a strong foundation for their revitalization programs with the vision of becoming Accredited or Affiliate in the future.

WHEN TO USE THIS TOOL

- Get started now! There's a lot of content to dig in to, but you also have plenty of time to familiarize yourself with these new Standards and Indicators before we move to full integration by the end of 2023.
- Understanding that communities are working hard at implementing their program's efforts, consider dedicating time at each of your board and committees' meetings to become more familiar with the new standards (we'll be providing discussion guides to help frame these conversations).

HOW GRADING WORKS

Within each Standard in the new Self-Assessment Tool, you will be able to score yourself on the indicators listed based on a scale of 1-5. Each number represents the following:

1	2	3	4	5
Not being addressed.	Minimal work but needs more effort.	Evidence of satisfactory progress.	Has achieved success within this indicator	Outstanding achievement. One that other programs could replicate.

For each indicator, we encourage communities to explore areas of strength and opportunities for growth by discussing (1) What actions and next steps can you take to strengthen your efforts? (2) How can you build upon your work or take it to the next level?

Ultimately, when these new standards are implemented, your Coordinator will review your self-assessment and provide their own score and feedback. **Communities will need to average at least three (3) points per standard to achieve accreditation.**

BASELINE REQUIREMENTS

As detailed within the tool, some indicators are required as important baseline (starting point) for a program to qualify for Accreditation. In later iterations of the standards, we expect there will be additional minimum requirements. The current requirements are:

- A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.
- Communities over 5,000 in population must employ a FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.
- Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.
- Detailed work plans aligned with the selected Transformation Strategy that outline programming across the Main Street Four Points. Work plans include: the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.
- A dedicated budget for the district's revitalization programming and the Main Street program's operations.
- Demonstrated support from municipality for the Main Street program. This can include leadership participation, funding, in-kind, and philosophical support.
- Reinvestment statistics reported as required by Coordinating program (monthly, quarterly, or annually.)
- Be a member in good standing with Main Street America and use the Main Street America logo on its web-page and/or social media as well as the coordinating program logo.

Programs that do not meet these baseline requirements are not eligible for Accreditation, though they may qualify for designation at the Affiliate status.

Please submit feedback [here](#).

STANDARD I

BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

Standard One reflects that successful and sustainable revitalization efforts are not just the work of a single organization but should be the result of a community-wide effort that brings the public and private sectors together with a strong sense of ownership in their downtown or commercial district. This Standard reviews the Main Street organizations' essential role in fostering a culture of inclusion, engagement, collaboration, and commitment from all sectors of the community. Launching a program, growing it incrementally from one year to the next, and sustaining success for the long run are only possible through a diversity of strong partnerships and collaborations, continued outreach, and communication.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Partnerships and Collaborations, II) District and Community Outreach, and III) Communication and Public Relations.**

KEY INDICATORS

The following indicators provide important guidance on how Main Street programs, the public sector, district stakeholders, and the community at large can work together to develop strong partnerships and collaborations. Each indicator serves as an example of how your Main Street program is effectively meeting the Standard of building and fostering a broad community commitment to revitalization.

I. PARTNERSHIPS AND COLLABORATIONS

INDICATOR I: Main Street has developed partnerships and collaborations with local governments that demonstrate shared responsibilities for the district's revitalization and its program. Examples of how these partnerships are demonstrated include:

- a. Participation in strategy development and planning.
- b. Collaborations in the implementation of programming or work plans.
- c. Monetary and non-monetary resources for the Main Street program.
- d. Engagement of elected officials and/or staff in the Main Street program Board and committees.
- e. Promoting the district revitalization and their partnership with Main Street.

Score 1 - 5: _____

INDICATOR II: Main Street has developed partnerships and collaborations with both nonprofit organizations and private sector entities that demonstrate shared responsibilities for the district's revitalization and its program. Examples of how these partnerships are demonstrated include:

- a. Participation in strategy development and planning.
- b. Collaborations in the implementation of programming or work plans.

- c. Monetary and non-monetary resources for the Main Street program.
- d. Engagement with the Main Street program Board and committees.
- e. Promoting district revitalization and their partnership with Main Street.

Score 1 - 5: _____

II. COMMUNITY OUTREACH

INDICATOR I: Main Street has expanded its reach to connect and engage with all sectors of the community (businesses, property owners, workforce, other organizations, residents). Examples of how outreach efforts are demonstrated include:

- a. A variety of communication tools (online and printed materials) used to reach a broad group of district stakeholders.
- b. Workplans that outline how activities planned intend to reach the diverse make-up of the community.

Score 1 - 5: _____

III. COMMUNICATION AND PUBLIC RELATIONS

INDICATOR I: Main Street has maintained communication and implemented public relations that inform and educate the community and district stakeholders about the district and the Main Street program. Examples of how these efforts are demonstrated include:

- a. The program's external marketing (online, printed, social media, etc.) clearly promotes the role and impact of the Main Street program.
- b. Main Street's leadership and staff are actively engaged in public relations activities that educate, build awareness, and promote the Main Street program.
- c. Main Street highlights positive stories about the district through a variety of media tools.

Score 1 - 5: _____

INDICATOR II: Main Street has maintained communication and implemented public relations that inform and educate the public sector or local government about the district and the Main Street program. Examples of how these efforts are demonstrated include:

- a. Main Street meets with local government officials or attends council meetings to share progress and impact (at least every quarter).
- b. Main Street invites participation of local government officials and staff to meetings and encourages visits to the district and programming activities.
- c. Main Street promotes the impact of local government investments and participation.

Score 1 - 5: _____

INDICATOR III: Main Street has promoted the district's positive image, brand identity, and assets. Examples of how these efforts are demonstrated include:

- a. A distinctive brand has been created and implemented for the district.
- b. A distinctive brand has been created and implemented for the organization.
- c. Social media platforms are used to promote the value of the district and the Main Street program.
- d. An annual report is produced noting successes across the Four Points.

Score 1 - 5: _____

STANDARD II

INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

Strong, thriving communities don't just happen. They need effective leaders at all levels, from a broad base of committed volunteers to dedicated professional staff offering their time, talents, and passion for this work. Standard Two reflects the value we place on PEOPLE as Main Street's greatest resource and our belief that everyone in the community has a place in Main Street. This Standard encourages Main Street programs to place a strong priority on human capital and develop a clear operational structure and practices that increase the organization's capacity to engage all sectors of the community and leverage their participation in their revitalization efforts.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Inclusive Organizational Culture and Diverse Volunteer Engagement, II) Active Board Leadership and Supporting Volunteer Base, III) Professional Staff Management, and IV) Effective Operational Structure**

KEY INDICATORS

The following indicators provide important guidelines on how Main Street programs can become proactive and effective agents for inclusive community engagement and leadership development, ensuring that the investment of time and talents is a rewarding experience. Each indicator serves as an example of how a Main Street program is effectively meeting the Standard of building and fostering broad community commitment to revitalization.

I. INCLUSIVE ORGANIZATIONAL CULTURE AND DIVERSE VOLUNTEER ENGAGEMENT

INDICATOR I: The Main Street organization has demonstrated its commitment to diverse, inclusive, and equitable district and community engagement. Examples of how these efforts are demonstrated include:

- a. The organization's stated mission and core values show a commitment to engaging all sectors of the community it serves.
- b. Internal and external messaging promotes that Main Street has a place for everyone in the community and that diverse engagement is welcomed and valued. Communication tools address language barriers as appropriate.
- c. Work plans and programming activities address accessibility and inclusive design for all community members.
- d. The organization's policies address equitable access for all district and community stakeholders in the organization's leadership structure (Board and committees) as well as in specific projects and activities.

Score 1 - 5: _____

INDICATOR II: The Main Street organization has implemented an inclusive volunteer program that demonstrates the capacity to implement approved annual work plans and programming for the district. Examples of how these efforts are demonstrated include:

- a. Clearly outlined volunteer needs for approved work plans or programming activities are in place and promoted broadly.
- b. A proactive effort to recruit diverse volunteers representing the entire community in a culturally competent way.
- c. Active volunteer coordination throughout the year that ensures attention to thoughtful placement, rotation, and retention of new and existing volunteers within the organization.
- d. Initiatives, activities, or events are taking place throughout the year to recognize and/or demonstrate appreciation for Main Street volunteers.
- e. Volunteers at all levels have access to and receive appropriate orientation, trainings, and leadership development throughout the year.

Score 1 - 5: _____

INDICATOR III: The Main Street Board of Directors is formed with a diverse and balanced representation of district and community stakeholders. The following participation is recommended:

- a. District business owners
- b. District property owners
- c. District and community residents
- d. Community businesses/corporations
- e. Institutions (schools, universities, foundations, nonprofits, government)

Score 1 - 5: _____

INDICATOR IV: The Main Street organization has developed a leadership base (Board, staff, committee members, and volunteers) that reflects the district and the community it serves. The leadership base should be open, inclusive, and representative of the entire community, taking into account a broad range of dimensions of diversity, including race, ethnicity, gender, education, physical and mental ability, veteran status, and income level. The program should take proactive measures to ensure under-represented groups are included as part of Main Street's leadership base.

- a. Looking at the community's most recent population data, Main Street leadership base reflects a balanced level of participation of all age groups.
- b. Looking at the community's most recent population data, the Main Street leadership base reflects the racial and ethnic diversity of the community,
- c. Looking at the community's most recent population data, the Main Street leadership base reflects gender balance.

- d. Considering the Main Street Approach, the organization's leadership base demonstrates a wide range of skills, experiences, and perspectives.

Score 1 - 5: _____

II. ACTIVE BOARD LEADERSHIP AND SUPPORTING VOLUNTEER BASE

INDICATOR I*: Board members have demonstrated active engagement in the Main Street program throughout the year. Ideally, 100 percent but no less than 75 percent of Board members have:

- a. Attended Board meetings 75 percent of the time throughout the year.
- b. New Board members participated in Board orientation and existing Board members participated in at least one training offered by the Coordinating program.
- c. Played an active role on the Board by leading a committee, a task force, or key initiative.
- d. Advocated for the program and the district within the community, in coordination with Main Street staff and the rest of the board.

****Meeting this Indicator is a requirement and must be met to achieve Accreditation.***

INDICATOR II*: Board members have demonstrated active leadership and support to ensuring the program is appropriately funded to meet its operational responsibilities and programming goals. Ideally, 100 percent but no less than 75 percent of Board members have:

- a. Made a personal financial investment in the program.
- b. Participated in the development of fundraising goals.
- c. Led or participated in a key fundraising activity of the organization.
- d. Made direct solicitations.
- e. Supported donor relationship, retention, and/or recruitment.

INDICATOR III: The Main Street program has developed an active, supporting volunteer structure to ensure capacity to plan and implement the approved work plans. Examples of how these efforts are demonstrated include:

- a. Established committees or teams that follow the program's selected Transformation Strategies, Board's outlined priorities, and/or the Main Street Four Points.
- b. Each volunteer committee or team has an active leader, chair, or co-chairs.
- c. Each volunteer committee has an appropriate number of members to plan the approved number of projects or initiatives it intends to implement. Ideally, there is a leader or champion for every project.

- d. Committees or teams participate in trainings that support their roles at least annually.

Score 1 - 5: _____

III. PROFESSIONAL STAFF MANAGEMENT

INDICATOR I*: The Main Street organization has maintained the level of professional staff necessary to achieve its mission, goals, and annual work. These efforts are demonstrated by fulfillment of all the following:

- a. The Main Street program meets the minimum staffing requirements established by the Coordinating program. At a minimum, Main Street America requires part-time staffing for cities under 5,000 population and 1 FTE for cities over 5,000 population.
- b. Main Street staff have job descriptions and defined performance expectations.
- c. Main Street staff participates in trainings required by the Coordinating program.
- d. Main Street staff participates in professional development offerings provided by Main Street America, Coordinating Program, etc.
- e. Main Street staff communicates regularly with the Board and specifically with the Board Chair and offers regular monthly reports to the Board.

****Meeting this Indicator is a requirement and must be met to achieve Accreditation.***

INDICATOR II: The Main Street Board of Directors has managed and provided guidance to its Main Street Director throughout the year. Understanding that organizational formats vary, this is demonstrated by:

- a. The Board, through its Board chair or president provides regular guidance and feedback to the program's director.
- b. A formal performance review process is conducted at least once annually. The Board Executive Committee, with participation of Board members, leads the director's performance review.
- c. The Board ensures that the annual budget provides a competitive compensation package (pay and benefits) and opportunity for appropriate merit increases.
- d. The Board ensures that the annual budget offers staff with professional development and trainings, including travel.
- e. Staff management policies and procedures are in place and reviewed annually. Appropriate procedures ensure clearly established communication lines and roles and responsibilities between Board and staff.
- f. The Board has developed a plan to manage succession or the director's transition and recruitment.

Score 1 - 5: _____

IV. EFFECTIVE OPERATIONAL STRUCTURE

INDICATOR I*: The Main Street organization has developed appropriate operational and organizational practices to manage effectively. This must include the following:

- a. A clearly defined mission statement that confirms the purpose of the organization.
- b. Established by-laws, which are reviewed annually and revised appropriately to carry out the program's mission for the district.
- c. Operating policies and procedures that outline internal and external communication practices, conflicts of interest, personnel management, leadership selections, elections, and terms, Board roles and responsibilities, etc.
- d. Appropriate insurance for the organization, Board/staff, and its programming.
- e. Legal and fiscal requirements are met and maintained as required with its tax status or operation structure.

****Meeting this Indicator is a requirement and must be met to achieve Accreditation.***

STANDARD III

DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS

A successful revitalization program must have the financial resources necessary to carry out its work and sustain its operations. Program sustainability relies on diversity of revenue streams as dependency on one primary or only source could jeopardize the program's operations. Through this Standard, Main Street programs demonstrate a priority for ensuring that the community is investing in the Main Street organization and programming efforts through a comprehensive and balanced funding structure that ensures successful and sustainable revitalization efforts.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Balanced Funding Structure, II) Strategic Revenue Development and Fundraising, III) Budget and Work Plan Alignment and IV) Financial Management and Best Practices**

KEY INDICATORS

Understanding that funding is an essential resource to accomplish the work of revitalization, the following indicators included under this Standard can guide Main Street programs in building, growing, and sustaining diverse and balanced mix of investment in the revitalization efforts and the Main Street program from the start and throughout the years.

I. BALANCED FUNDING STRUCTURE

INDICATOR I: The Main Street organization's budget demonstrates a balanced funding structure with a diverse mix of public and private sector sources. Examples of how these efforts are demonstrated include:

- a. Contributions from private sector: e.g., businesses, community members and/or partner organizations.
- b. Special taxing district.
- c. Sponsorships.
- d. Earned revenues.
- e. Memberships.
- f. Local Government.
- g. Grants.

Score 1 - 5: _____

INDICATOR II: The private sector is investing in the district's revitalization efforts and the Main Street program. Examples of how these efforts are demonstrated include:

- a. Fundraising activities such as event sponsorships, marketing initiatives, and/or special project funding.
- b. Main Street program's earned incomes, such as rents, merchandise sales, etc.
- c. Investor programs such as memberships, Friends of, annual donations, etc.
- d. In-kind services.
- e. A special tax self-assessment mechanism(s) approved by district property and/or business owners, such as BIDs, CIDs, DDAs, SSMID, etc.

Score 1 - 5: _____

INDICATOR III: The public sector is investing in the district's revitalization and the Main Street program. Examples of how these efforts are demonstrated include:

- a. Annual contribution to the Main Street.
- b. Service agreements with the Main Street.
- c. Supports through the employment of the Main Street Director.
- d. Direct funding for event sponsorships & marketing initiatives.
- e. In-kind Services.

Score 1 - 5: _____

II. STRATEGIC REVENUE DEVELOPMENT AND FUNDRAISING

INDICATOR I: The Main Street program demonstrates commitment to strategic revenue development process and oversight. Examples of how these efforts are demonstrated include:

- a. The Board reviews fund-development plans, goals, and progress at least quarterly.
- b. A designated Board member provides active financial oversight for the program and is engaged in revenue development planning and reporting.
- c. A fund-development committee, organization committee, or team is in place to lead fund-development planning and implementation.
- d. Committees are engaged in seeking funding to support projects.

Score 1 - 5: _____

II. FINANCIAL MANAGEMENT AND BEST PRACTICES

INDICATOR I: The Main Street organization demonstrates sound financial management outlined by processes and procedures. Examples of how these efforts are demonstrated include:

- a. Financial tracking systems and reporting practices are in place. (QuickBooks or other software)
- b. The organization's monthly financial statements are reviewed by the Treasurer.
- c. The organization has a third party financial professional compile and reconcile monthly financial statements.
- d. The organization has had a third party financial professional review, reconcile and/or audit the program's finances at a minimum every two years.

Score 1 - 5: _____

INDICATOR II: The Main Street organization's financial management has clear leadership and oversight. Examples of how these efforts are demonstrated include:

- a. Leadership roles and responsibilities relating to budgeting, fund-development, and financial reporting are clearly outlined through Board, committee and/or Treasurer job descriptions.
- b. The Main Street Board of directors conducts monthly reviews of the organization's finances to ensure appropriate accountability and alignment with programming.

Score 1 - 5: _____

STANDARD IV

STRATEGY-DRIVEN PROGRAMMING

Main Street has built a strong track record for making change happen in communities across the country. Change is an important guiding principle for Main Street. But rather than letting change just happen, Main Street programs define and manage it from one year to the next through a strategy-driven work plan and aligned implementation process. Standard Four brings together all integrated components that must be in place to plan and successfully implement the revitalization work. Centered around Main Street's Four Point Approach, these integrated components are driven by a local Transformation Strategy(s) aligned through community participation and based on understanding of the district's unique and competitive market position.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Planning Guided by Inclusive Community and Market-informed Inputs, II) Defining Direction through Transformation Strategy Identification and Development, and III) Strategy-aligned Comprehensive Work Planning and Implementation Across all Four Points**

KEY INDICATORS

The following indicators provide important guidelines on how Main Street programs can develop a community and market informed strategy-driven planning and implementation process.

I. PLANNING GUIDED BY INCLUSIVE COMMUNITY AND MARKET-INFORMED INPUTS

INDICATOR I: The organization's annual planning process as informed by a comprehensive set of inputs that guide Transformation Strategy identification and work plan alignment and implementation. Examples of how these are demonstrated include:

- a. Inclusive district and community input is gathered at a minimum of every three years to keep the pulse on the district's needs through focus group events, online surveys, and/or other strategies.
- b. Market research and analysis has been conducted for the district's trade area within an appropriate time interval, depending on the local economy. This is recommended at least every three to five years.
- c. Business inventory is up to date and reflective of the district's business mix, uses, and existing clusters.
- d. Building inventory is up to date and reflective of the district's property ownership, condition, uses and status (for sale, for lease, occupied).
- e. The organization maintains an asset map that recognizes distinctive place-based assets within the district that highlight unique and competitive advantages and market opportunities.
- f. Strategy reflects opportunities driven by local and national trends.

Score 1 - 5: _____

II. DEFINING DIRECTION THROUGH TRANSFORMATION STRATEGY IDENTIFICATION AND DEVELOPMENT

INDICATOR I: Main Street has defined and aligned as an organization around a Transformation Strategy that is guiding the revitalization work. Examples of how these are demonstrated include:

- a. Using a comprehensive set of inputs, the board has identified a consumer-based or industry-, product-, or service-based strategy(s) that can best respond to the district and community vision, needs and market opportunities.
- b. The board formally adopts a Transformation Strategy(s).
- c. Partner organizations or other stakeholders have adopted or endorsed selected Transformation Strategy.
- d. The Strategy(s) have measurable benchmarks.

Score 1 - 5: _____

III. STRATEGY-ALIGNED COMPREHENSIVE WORK PLANNING AND IMPLEMENTATION ACROSS ALL FOUR POINTS

INDICATOR I: The Main Street board conducts an annual strategy-driven work planning process with volunteer committees to guide the organization's programming. Examples of how these are demonstrated include:

- a. Board outlines priorities or goals that guide volunteer committees in identifying the initiatives, projects, and activities to be approved in annual work plan.
- b. Projects, events, or initiatives are aligned with selected Transformation Strategy(s).
- c. The Transformation Strategy(s) are reflected comprehensively across all Four Points.
- d. Work plans include written action plans for critical projects that outline specific tasks, timeline, budget, volunteer hours, who's responsible, etc.
- e. Annual fund-development goals and allocations are guided by the Transformation Strategy(s)

Score 1 - 5: _____

PRESERVATION-BASED ECONOMIC DEVELOPMENT

Successful Main Street efforts are built on the guiding principle that district economic development is obtained by leveraging and preserving its unique historic and cultural assets. Standard Five confirms our strong belief that a community's own place-based and diverse cultural assets reflect the richness and strength of its identity and establishes a competitive market advantage.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Preservation Ethics and Education on Historic and Cultural Assets, II) Standards and Best Practices for Place-based, People-focused Design AND II) Promotion of Historic, Heritage, and Cultural Assets**

KEY INDICATORS

The following indicators provide important guidelines on how Main Street programs can build a strong foundation for revitalization through the preservation of building and cultural assets, educating the public on their value to economic growth, and enlisting businesses and property owners in redevelopment efforts.

I. PRESERVATION ETHICS AND EDUCATION ON HISTORIC AND CULTURAL ASSETS

INDICATOR I: Main Street demonstrates the community's commitment to its historic and cultural assets. Examples of how these are demonstrated include:

- a. The district has historic buildings listed as local landmarks, a national landmark district, or listed in the National Register of Historic Places.
- b. The community is a Certified Local Government (CLG).
- c. The district has received cultural, arts, or other special designations or recognitions.
- d. Main Street advocates for a local preservation ordinance or the community has one.
- e. Main Street has developed or supported the development of design standards, guidelines, and tools property owners can use to preserve, improve, and maintain historic buildings.
- f. Incentives or in-kind services are in place to assist with improvements to historic and cultural resources (e.g., façade grant, sign grant, low interest loan, design assistance)
- g. Local, county, and/or regional strategies acknowledge and incorporate the preservation of heritage and cultural assets as economic development priorities.

Score 1 - 5: _____

INDICATOR II: Main Street educates and builds awareness about preservation and cultural assets among stakeholders, public sector, community organizations and residents at large. Examples of how these are demonstrated include:

- a. Holding education and awareness activities that promote the value of the district's historic fabric and cultural assets throughout the year or at least annually during Preservation Month.
- b. Providing programming and resources for district property and business owners that results in the preservation and rehabilitation of local historic assets.
- c. Attending staff and volunteer trainings provided by the Coordinating program, Main Street America, or other organizations.
- d. Building strong collaborations (e.g., Historic Preservation Commission, Certified Local Government, Historical and Arts entities, etc.) to support tools, ordinances, zoning policies that preserve the district's built and cultural assets.

Score 1 - 5: _____

II. STANDARDS AND BEST PRACTICES FOR PLACE-BASED, PEOPLE-FOCUSED DESIGN

INDICATOR I: Main Street is an advocate and partner for the implementation of standards, guidelines, and best practices for the preservation of historic and cultural assets. Examples of how these are demonstrated include:

- a. Partnered with local government, commissions, and community groups to assess and incorporate heritage and cultural assets into economic development and marketing priorities and initiatives.
- b. Provided or connected district property owners with assistance in redevelopment that is aligned with the district's strategy(s).
- c. Provided guidance that educates property and business owners and developers on state and local ordinances, incentives, and other redevelopment tools.
- d. Provided guidance to projects that leveraged preservation and/or economic development funding tools to support building improvements (TIF, Historic Tax Credits, CLG, USDA grants, etc.)
- e. Advocated for threatened historic properties, and worked to acquire, attract new ownerships and/or worked with city leaders to enforce requirement maintenance standards.

Score 1 - 5: _____

III. PROMOTION OF HISTORIC, HERITAGE, AND CULTURAL ASSETS

INDICATOR I: The Main Street program actively promotes the district's historic and cultural assets. Examples of how these are demonstrated include:

- a. Activities/programming that interpret, celebrate, and recognize local heritage and cultural resources.

- b. Working with media to promote stories that highlight the district's historic and cultural assets and messages their importance to the community and economic growth.
- c. Conducts activities that educate property owners on the benefits of rehabbing historic properties to increase the economic value of the property.

Score 1 - 5: _____

DEMONSTRATED IMPACT AND RESULTS

Main Street communities are part of a national network with a proven record for generating strong economic returns and strengthening the district's position within a highly competitive marketplace. Standard Six highlights the importance of tracking, packaging, and demonstrating the qualitative and quantitative impact of the program's revitalization efforts. It also provides the opportunity for the local Main Street program to tell their stories and advocate for resources needed for sustainability.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Demonstrating the Value of Main Street, II) Measuring and Packaging Quantitative and Qualitative Outcomes and III) Promoting Progress and Demonstrating Impact and Results**

KEY INDICATORS

The following indicators provide important guidelines on how Main Street programs can build the case for Main Street and demonstrate the impact of their revitalization efforts.

I. DEMONSTRATING THE VALUE OF MAIN STREET

INDICATOR I: Main Street is positioned as an advocate for the district, promoting revitalization as an economic development priority among the public and private sector and community at large. Examples of how these are demonstrated include:

- a. District revitalization and physical and economic improvements are included in recent regional, or citywide master plans, economic development plans, comprehensive plans, etc.
- b. Main Street participates in ongoing local planning efforts that involve the district.
- c. Main Street participates in guest presentations to local community organizations and institutions.
- d. Small business owners in and around the district regularly seek and receive assistance or support from the Main Street program (e.g., letters of support for grants or loans, marketing support on the Main Street program's website and social media, etc.)
- e. District stakeholders advocate for the program when requested.
- f. The district is highlighted in local partners' communication and marketing efforts (e.g., city, tourism, economic development, etc.) with blog posts, multi-line descriptions of the district, and/or photos featuring the district, etc.
- g. Main Street's logo, webpage, and/or social media links are included on local government and other partner organizations' websites.
- h. Entrepreneurs and local business owners regularly approach the Main Street program about commercial spaces in the district that could potentially serve as a base-of-operations for a new business or new location for an existing business.

Score 1 - 5: _____

II. MEASURING AND PACKAGING QUANTITATIVE AND QUALITATIVE OUTCOMES

INDICATOR I: Main Street regularly collects and maintains district revitalization statistics (quantitative) and intangible impact data (qualitative) across the Four Points of the Main Street Approach and examines changes over time as required by the Coordinating Program. Examples of how these are demonstrated include:

- a. Number of businesses operating in the district.
- b. Number of businesses operating in the district that are women-owned.
- c. Number of businesses operating in the district that are minority-owned.
- d. Number of businesses operating in the district that are veteran-owned.
- e. Number of employees/jobs based in the district.
- f. Number of new businesses launched in the district over a given period (monthly, quarterly, or annually) and number of employees/jobs added in a district in a given period.
- g. Number of business closures in the district over a given period (monthly, quarterly, or annually) and number of employees/jobs lost in a district in a given period.
- h. Number of local businesses participating as vendors in district events, festivals, etc.
- i. Number of housing units added or lost in the district over a given period (monthly, quarterly, or annually), broken out by housing type (loft, apartment, duplex, single family detached home, etc.), tenure type (for lease or for sale), and sale/rent amount relative to area median income (i.e., affordability).
- j. Number of properties in the district renovated, including details about the capital invested in the renovations and any financial incentives programs leveraged in the renovation (e.g., historic tax credits, low-income housing tax credits, etc.).
- k. Number of public improvement projects in the district that were launched/completed, including overall price tag, public dollars invested, and any secondary sources of capital invested.

Score 1 - 5: _____

INDICATOR II: Main Street annually collects and maintains organizational impact statistics (quantitative) and intangible impact data (qualitative) and examines changes over time. Examples of how these are demonstrated include:

- a. Board annually reviews broad performance goals established within the organization's work plan.
- b. Board annually reviews metrics established to analyze the progress of selected Transformation Strategies.
- c. Number of volunteer hours contributed.
- d. Financial value of volunteer contribution (using Independentsector.org formula).
- e. Number of volunteers participating.

- f. Testimonial reports from small business owners, property owners, and government officials about the value of the Main Street program.
- g. Conversion of volunteer hours to in-kind dollars (\$) contributed.
- h. Financial (\$) contributions made to Main Street by the public sector.
- i. Financial (\$) contributions made to Main Street by the private sector.
- j. Number of responses and analysis of response data from a survey that seeks to understand the community's growing knowledge about Main Street, the importance of Main Street, etc., as well as stakeholder attitudes about Main Street organization.
- k. Impact surveys of promotional events.
- l. Impact surveys of education programming attendees.
- m. Number of media impressions.

Score 1 - 5: _____

III. PROMOTING PROGRESS AND DEMONSTRATING IMPACT AND RESULTS

INDICATOR I: The district's revitalization programming, achievements, stories, and reinvestment statistics are promoted. Examples of how these are demonstrated include:

- a. Sharing through the Coordinating program reporting system according to the timeline outlined in annual agreements.
- b. Sharing with district stakeholders, local units of government, anchor organizations, funders, and the community at large.
- c. Highlighting and publishing success stories of impactful projects on digital platforms (website, social media channels, etc.) and local media outlets.
- d. Publishing and distributing an annual report and summary of revitalization statistics.
- e. Highlighting key statistics and testimonials on website and other marketing materials.

Score 1 - 5: _____

MINUTES

OWS DESIGN COMMITTEE

REGULAR MEETING

Wednesday, May 10, 2023, 8:45 a.m.

Murtle's Handmade Chocolates; 112 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 promoting historic preservation and drawing both local residents and visitors to our city.

Called to order at 8:49 a.m.

Present: M. Wheeler, S. Teich, L. Weckwert, L. Omer, T. Ainsworth

Staff: L. Fredrick, N. Bruckman

Absent: J. Ardelean, D. Peterson

Downtown Streetlight Project

Fredrick updated the Committee on her solar streetlight research.

Ainsworth recommended looking into recycling options when disposing of the chairman lights at the end of the project.

Wheeler and Ainsworth updated the Committee on their plaque research.

Downtown Mulch

Committee confirmed the ground level flower beds received mulch, the ground level tree beds did not and the community flower planting program is on hold this year.

Committee discussed long term plans for the ground level flower beds, ground level tree beds and planters.

Main Street Plaza Masonry Repair

Fredrick updated the Committee on the status of the Main Street Plaza Masonry Repair bid award.

Teich requested a trained point of contact to oversee the project and confirmation of a trained point of contact to inspect the project upon completion.

Committee discussed the Main Street Plaza planter next to Gilbert's Hardware also needs repaired and whether to rehome the Washington Street planter flowers permanently or temporarily.

Other Notes:

Fredrick provided updates on her recent visits to Historic Lapeer and Milan Main Street.

Follow Up:

Committee will present rehoming locations for the Main Street Plaza Washington Street planter flowers and vote to permanently rehome or temporarily rehome the plants at the next meeting.

Fredrick will confirm a project oversight manager and a project inspection for Main Street Plaza Masonry Repair.

Wheeler will continue working with Shattuck Specialty Advertising on Downtown Streetlight plaque quotes.

Ainsworth will continue working with Agnew Sign Co. on Downtown Streetlight plaque quotes. Initial inquiry included a price range from \$35-\$55.

Fredrick will connect with Spring City MFG regarding plaque attachments to the streetlight.

Peterson will provide Fredrick with the three current service contracts with Peterson's Landscaping.

Next Meeting:

Tuesday, May 23rd at 8:45 am at Murtle's Handmade Chocolates; 112 W Main St, Owosso, MI.

MINUTES

OMS DESIGN COMMITTEE

REGULAR MEETING

Tuesday, May 23, 2023, 8:45 a.m.

Murtle's Handmade Chocolates; 112 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 promoting historic preservation and drawing both local residents and visitors to our city.

Called to order at 8:54 a.m.

Present: M. Wheeler, S. Teich, T. Ainsworth

Staff: L. Fredrick, T. Wheeler

Absent: D. Peterson, L. Weckwert

Main Street Plaza Masonry Repair Landscaping

Committee discussed the time, cost and chances of the plants' survival if the Committee temporarily rehomes the plants from the Main Street Plaza Masonry Repair Project.

Move by Teich to buy new plants for the Main Street Plaza Masonry Repair project, seconded by M. Wheeler. All: Aye. Carried.

Ainsworth recommended waiting to plant in spring of 2024 to provide the Committee time to create a strategic plan for downtown landscaping.

Committee discussed coordinating a day for the current plants to be removed and donated before DPW removes the dirt from the Main Street Plaza Masonry Repair Project.

Design Committee Structure

Committee discussed members taking ownership of projects and sub-committees.

Teich shared his goals for involvement in historic preservation as a volunteer on the Design Committee.

Long-Term Planning

Fredrick recommended the Committee create Standard Operating Procedures for sidewalk and planter repairs.

Committee discussed stamping the double helix design for all future repairs and working closely with the Director of Engineering and DPW to create specifications for the Scope of Work.

T. Wheeler shared that OMS/DDA would need to provide the stamp.

Ainsworth presented examples of stamp designs.

Teich noted Downtown Owosso's need for consistency with planters, flowers and trees.

Ainsworth expressed interest in owning the long-term planning for the planters, flowers and trees.

Other Notes:

Committee discussed prioritizing installation of the new holiday lights on Main Street and Washington Street.

Fredrick confirmed DPW will be removing banner brackets from the streetlights when doing light repairs.

T. Wheeler provided updates on the lead pipes and street repairs.

M. Wheeler shared about St. Charles' Beautification Day involving high schoolers helping plant flowers.

Ainsworth presented a plaque sample from Agnew and a quote for \$95-\$250 for installation per 10 plaques.

Follow Up:

Fredrick and Ainsworth will have a placemaking walking tour of Downtown Owosso.

Fredrick will ask the Glow Committee to remove any holiday lights, currently displayed in Downtown Owosso, belonging to the Glow Committee.

M. Wheeler will continue working with Shattuck Specialty Advertising on Downtown Streetlight plaque quotes.

Ainsworth will continue working with Agnew Sign Co. on Downtown Streetlight plaque quotes.

Fredrick will connect with Spring City MFG regarding plaque attachments to the streetlight.

Peterson will provide Fredrick with the three current service contracts with Peterson's Landscaping.

Next Meeting:

Tuesday, June 6th at 8:45 am at Murtle's Handmade Chocolates; 112 W Main St, Owosso, MI.