

AGENDA

OWOSSO MAIN STREET/DDA

REGULAR BOARD MEETING

Wednesday, August 2, 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: August 2, 2023

Review and Approval of Minutes: June 7, 2023

Review and Approval of Minutes: July 18, 2023

Public Comments:

Items of Business:

- 1) Check Register.....(Resolution)
- 2) Revenue and Expenditure Report.(Discussion)
- 3) Delinquent Loan Report.(Discussion)
- 4) ChargePoint Report.....(Discussion)
- 5) Social Media Analytics.....(Discussion)
- 6) OMS Committee Structure.....(Discussion)

Committee Updates:

- Design (Wheeler)
- Promotion (Olson)
- 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.]

**ANNUAL MEETING MINUTES OF THE
DOWNTOWN DEVELOPMENT AUTHORITY/OWOSSO MAIN STREET
CITY OF OWOSSO**

June 7, 2023, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Chair Jon Moore at 7:36 A.M.

ROLL CALL: Taken by Chair Jon Moore

PRESENT: Chair Jon Moore, Vice-Chair Lance Omer, Commissioners: Bill Gilbert, Toni Marr, Nicole Reyna, Melissa Wheeler

ABSENT: Commissioner Emily Olson and Mayor Robert J. Teich, Jr.

OTHERS PRESENT: Nathan Henne, City Manager; Lizzie Fredrick, DDA/OMS Director and Nick Bruckman, AmeriCorps Member

AGENDA:

MOVED BY OMER, SUPPORTED BY ARDELEAN TO APPROVE THE JUNE 7, 2023 DDA/OMS AGENDA AS PRESENTED.

AYES: ALL

MOTION CARRIED

MINUTES:

MOVED BY OMER, SUPPORTED BY WHEELER TO APPROVE THE MAY 3, 2023 DDA/OMS MEETING MINUTES.

AYES: ALL

MOTION CARRIED

PUBLIC COMMENTS: None.

ITEMS OF BUSINESS:

1. **CHECK REGISTER MAY 2023:** Fredrick presented the May Check Disbursement Report.

MOVED BY OMER, SUPPORTED BY REYNA TO APPROVE THE CHECK REGISTER AS PRESENTED FOR MAY 2023.

AYES: ALL

MOTION CARRIED

2. **REVENUE AND EXPENDITURE REPORT:** Fredrick reviewed the OMS/DDA year-to-date revenue and expenses.
3. **TRIAL BALANCE REPORT:** Fredrick provided an overview of the Trial Balance Report.
4. **LOAN INVENTORY REPORT:** Fredrick provided an overview of the Revolving Loan Fund inventory.
5. **CHARGEPOINT REPORT:** Fredrick presented the financial summary for the electric vehicle charging stations for the month of May and noted that the charging stations were out of service for a portion of the month.

6. **SOCIAL MEDIA ANALYTICS:** Fredrick reviewed the monthly social media analytics and answered questions.

7. **ELECTION OF OFFICERS:** Moore reviewed the DDA/OMS bylaws for the election of officers.

MOVED BY ARDELEAN, SUPPORTED BY WHEELER TO REELECT JON MOORE AS CHAIR AND LANCE OMER AS VICE-CHAIR.

AYES: ALL

MOTION CARRIED

8. **FY 22-23 BUDGET AMENDMENTS:** Fredrick updated the Board on the Fiscal Year 2022-23 budget and answered questions.

MOVED BY GILBERT, SUPPORTED BY REYNA TO APPROVE THE OMS/DDA QUARTERLY BUDGET AMENDMENTS AS PRESENTED.

AYES: ALL

MOTION CARRIED

9. **OMS/DDA WEBSITE:** Chair Moore updated the Board on the current state of the OMS/DDA website.

Fredrick presented the new proposed website service contract to the Board.

MOVED BY OMER, SUPPORTED BY REYNA TO 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.

AYES: ALL

MOTION CARRIED

10. **ELECTRIC VEHICLE PARKING VIOLATION:** Fredrick reviewed the current and proposed parking fee structure and assessments.

MOVED BY ARDELEAN, SUPPORTED BY WHEELER TO RECOMMEND CITY COUNCIL AMEND THE EV PARKING VIOLATION FEE STRUCTURE AS PRESENTED.

AYES: ALL

MOTION CARRIED

11. **MICHIGAN MAIN STREET ACCREDITATION:** Fredrick reviewed the Michigan Main Street Accreditation process and timeline.

Board discussed scheduling a Special Meeting to complete the Owosso Main Street Self-Assessment.

COMMITTEE UPDATES:

1. **Design:** Wheeler updated the Board that petunias are now planted in the hanging baskets and that the Design Committee is working on long-term infrastructure plans.
2. **Promotion:** Fredrick informed the Board that the current Promotion Chair has stepped back from volunteering and provided updates on the current state of the Art Walk event planning.

Bruckman updated the Board about Open Streets Owosso and Vintage Motorcycle Days event planning.

3. **Organization:** Fredrick updated the Board on the Vibrancy Grant and on Notions software being used for work plans and the downtown district databases.
4. **Economic Vitality:** Omer updated the Board on the Electric Vehicle charging stations.

BOARD CONTINUING EDUCATION/INFORMATION: Vice-Chair Omer provided a summary of the EV 101 seminar that he attended with Chair Moore.

Chair Moore shared that he is participating in monthly Michigan Main Street Board Chair meetings.

DIRECTOR UPDATES: Fredrick updated the Board on downtown maintenance needs including a pump replacement for the Fountain Park fountain.

Fredrick welcomed Public Safety Chief Kevin Lenkart who introduced Dr. Gary Duehring and updated the Board on downtown parking enforcement and community outreach.

BOARD COMMENTS: The Board discussed scheduling a downtown cleanup day and needing events to have an established committee with time for planning for the event to occur.

ADJOURNMENT:

MOVED BY ARDELEAN, SUPPORTED BY OMER TO ADJOURN AT 9:13 A.M.

**AYES: ALL
MOTION CARRIED**

NEXT MEETING JULY 5, 2023.

**SPECIAL MEETING MINUTES OF THE
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OWOSSO**

July 18, 2023, AT 7:30 A.M.

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

ROLL CALL: Taken by Chair Jon Moore

PRESENT: Chair Jon Moore, Vice Chair Lance Omer, Commissioners Bill Gilbert, Nicole Reyna, Melissa Wheeler and Emily Olson

ABSENT: Commissioners Josh Ardelean and Mayor Robert J. Teich, Jr. Commissioner Wheeler left at 8:51 A.M.

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

PUBLIC COMMENTS: None.

ITEMS OF BUSINESS:

1) MICHIGAN MAIN STREET ACCREDITATION: Fredrick presented the Main Street America Community Self-Assessment tool and noted that the average of the Board, DDA/OMS Director and City Manager scores will be applied to the self-assessment rubric.

STANDARD I: BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION: Fredrick reviewed standard.

I. Partnerships and Collaborations Indicator: Fredrick reviewed indicator. Board members shared individual scores and reasoning for each indicator. Vice Chair Omer commented that the OMS/DDA is doing a good job collaborating with the local city government. Fredrick noted a return to detailed work plans. Fredrick recorded each board member's individual score.

II. District and Community Outreach: Fredrick reviewed indicator. Board members shared individual scores and reasoning for each assessment. Chair Moore indicated that efforts are satisfactory with room for improvement.

III. Communication and Public Relations: Chair Moore reviewed indicator. Fredrick outlined the public relations and outreach activities that the organization is currently engaged in, highlighting the regular board member engagement with the community at large. Board members shared individual scores and reasoning for each indicator. Chair Moore and Commissioners Gilbert, Olson and Omer noted a positive trajectory with opportunities for improvement.

STANDARD II: INCLUSIVE LEADERSHIP AND ORGANIZATION: Chair Moore reviewed standard.

I. INCLUSIVE ORGANIZATIONAL CULTURE AND DIVERSE VOLUNTEER ENGAGEMENT: Chair Moore reviewed indicators. Fredrick reviewed OMS mission statement. Board members shared individual scores and reasoning for each indicator. Commissioner Olson noted that the mission statement does not engage with inclusivity or engagement and areas for improvement. Chair Moore noted that there are more opportunities for greater focus on community accessibility. Commissioner Gilbert commented that there is the opportunity to streamline volunteer engagement. Fredrick reviewed current engagement activities. Board members indicated that the current board member representation is currently strong.

II. ACTIVE BOARD LEADERSHIP AND SUPPORTING VOLUNTEER BASE: Chair Moore reviewed indicators. Chair Moore reviewed past engagement with diverse volunteer groups. Board members shared individual scores and reasoning for each indicator. Commissioner Olson noted possibilities for improvement to engage with more diverse groups. Commissioner Olson asked about board member orientation. Commissioner Gilbert proposed greater board engagement with OMS fundraising.

III. PROFESSIONAL STAFF MANAGEMENT: Chair Moore reviewed indicators. Board members shared individual scores and reasoning for each indicator. Commissioner Olson inquired about educational opportunities and support for the Executive Director.

IV: EFFECTIVE OPERATIONAL STRUCTURE: Chair Moore reviewed indicators. Board members shared individual scores and reasoning for each indicator. Commissioner Gilbert highlighted positive interaction with local city government.

STANDARD III: DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS: Chair Moore reviewed indicators.

I. BALANCED FUNDING STRUCTURE: Chair Moore reviewed indicators. Board members shared individual scores.

II. STRATEGIC REVENUE DEVELOPMENT AND FUNDRAISING: Chair Moore reviewed indicators. Commissioner Olson asked for clarification of OMS activities. Board members shared and discussed individual scores.

III. BUDGET AND WORK PLAN ALIGNMENT: Chair Moore reviewed indicators. Board members shared and discussed individual scores.

IV. FINANCIAL MANAGEMENT AND BEST PRACTICES: Chair Moore reviewed indicators. Chair more noted activities that the Executive Director performs to reach the organization's goals. Commissioner Gilbert noted possibilities increased Finance Committee engagement.

COMMITTEE UPDATES: None.

DIRECTOR UPDATES: Fredrick asked that board members complete the remainder of the Owosso Main Street Self-Assessment individually.

BOARD COMMENTS: None.

ADJOURNMENT:

**MOVED BY REYNA, SUPPORTED BY GILBERT TO ADJOURN AT 9:00 A.M.
AYES: ALL
MOTION CARRIED**

NEXT MEETING AUGUST 2, 2023.

07/27/2023 04:14 PM
User: ELFredrick
DB: Owosso

CHECK DISBURSEMENT REPORT FOR CITY OF OWOSSO
CHECK DATE FROM 06/01/2023 - 07/31/2023

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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
06/09/2023	1	136111	AARON MCCALL DOT NET LLC	DOWNTOWN OWOSSO MERCH DESIGN	818.000	707	1,800.00
06/09/2023	1	136114	APPLE TREE LANE	CELLAR DOOR SOAP	818.000	707	39.95
				KYMORA KANDLES WAX MELTS	818.000	707	14.97
				KYMORA KANDLES	818.000	707	28.99
				GOOD EARTH LOTION	818.000	707	9.99
				ENFUSIA BATH SALTS	818.000	707	6.98
				COUNTRY CREATIONS NO BAKE CHEESECAKE	818.000	707	9.99
				COUNTRY CREATIONS DIP MIXES	818.000	707	20.97
				NECTAR OF THE VINE DRINK MIX	818.000	707	29.98
				MICHIGAN AIR FRESHIES	818.000	707	9.98
				CHECK 1 136114 TOTAL FOR FUND 248:			171.80
06/09/2023	1	136115	ARTFORM SALON LLC	CONTRACTUAL SERVICES	818.000	707	100.00
06/09/2023	1	136117	BANGIN' BOWLS	CONTRACTUAL SERVICES	818.000	707	50.00
06/09/2023	1	136119	BRUMLEY & BLOOM LLC	CONTRACTUAL SERVICES	818.000	707	73.00
06/09/2023	1	136121#	CITY OF OWOSSO	GIFT CARD			** VOIDED **
				PRINCIPAL PAID			** VOIDED **
				INTEREST PAID			** VOIDED **
06/09/2023	1	136123	DARKER MFG. CO.	ANCHOR TOTE	818.000	707	240.00
06/09/2023	1	136124	DEAD BREAD	CONTRACTUAL SERVICES	818.000	707	61.94
06/09/2023	1	136126	FOSTER COFFEE COMPANY LLC	FOSTER TOTE BAG	818.000	707	22.99
				FOSTER TUMBLER + STRAW	818.000	707	39.98
				DINER MUG	818.000	707	14.99
				WHITE BUCKET (BLEND) - 12OZ BAG	818.000	707	16.00
				BLACK BUCKET (BLEND)	818.000	707	16.00
				CHECK 1 136126 TOTAL FOR FUND 248:			109.96
06/09/2023	1	136134	ITSA DELI THING	CONTRACTUAL SERVICES	818.000	707	50.00
06/09/2023	1	136136	KANDY KIGER - AQUARIUS MASSAGE	CONTRACTUAL SERVICES	818.000	707	40.00

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Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
06/09/2023	1	136137	KELLY'S REFUSE	DOWNTOWN TRASH CAN PICK UP	930.000	200	1,000.00
06/09/2023	1	136144	MURTLES HANDMADE CHOCOLATES	CONTRACTUAL SERVICES	818.000	707	39.00
06/09/2023	1	136145	NORM HENRY SHOES- IMERMAN INC	CONTRACTUAL SERVICES	818.000	707	36.00
06/09/2023	1	136146	OAK & IVORY LLC	CONTRACTUAL SERVICES	818.000	707	50.00
06/09/2023	1	136147	OLIVER PAPER CO.	CONTRACTUAL SERVICES	818.000	707	32.50
				CONTRACTUAL SERVICES	818.000	707	33.00
				CHECK 1 136147 TOTAL FOR FUND 248:			65.50
06/09/2023	1	136148	OWOSSO COOKIE COMPANY	CONTRACTUAL SERVICES	818.000	707	25.00
06/09/2023	1	136150	PENGUIN RESALE	CONTRACTUAL SERVICES	818.000	707	100.00
06/09/2023	1	136152	ROUND MIDNIGHT RECORDS, LLC	VICTROLA VTA-200B-ESP CLASSIC 6 IN 1	818.000	707	194.99
				GIFT CARD	818.000	707	50.00
				CHECK 1 136152 TOTAL FOR FUND 248:			244.99
06/09/2023	1	136161	CITY OF OWOSSO	PRINCIPAL PAID	991.100	905	396.54
				INTEREST PAID	993.000	905	56.11
				CHECK 1 136161 TOTAL FOR FUND 248:			452.65
06/09/2023	1	136162	CITY OF OWOSSO	GIFT CARD	818.000	707	2,000.00
06/09/2023	1	9284 (E)	HUNTINGTON NATONAL BANK -	EDUCATION & TRAINING	956.000	200	85.00
06/09/2023	1	9306 (A)	GILBERT'S DO IT BEST HARDWARE &	MAY DDA PURCHASE	818.000	707	100.00
06/09/2023	1	9315 (A)	J & H OIL COMPANY	EDUCATION & TRAINING	956.000	200	26.46
06/09/2023	1	9329 (A)	PETERSON'S LANDSCAPING	WATERING	818.000	200	2,237.00
				DOWNTOWN MAINTENANCE	818.000	200	1,600.00
				CHECK 1 9329(A) TOTAL FOR FUND 248:			3,837.00
06/09/2023	1	9332 (A)	QUADIENT FINANCE USA INC	OPERATING SUPPLIES	728.000	200	2.40

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Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
06/09/2023	1	9344 (A)	VERIZON WIRELESS	DDA	920.300	200	43.17
06/23/2023	1	136168	AJ MORRIS	WEBSITE HOSTING & MAINTENANCE	818.000	704	1,200.00
				CONTENT UPDATES - 5 HOURS	818.000	704	500.00
				CHECK 1 136168 TOTAL FOR FUND 248:			1,700.00
06/23/2023	1	136169	AMERICAN SPEEDY PRINTING	MOTORCYCLE DAYS	818.770	705	30.00
06/23/2023	1	136172	CHRISTINE MCCALLISTER	G.L.A.M. DAY TRIP DESTINATION FEATURE	818.000	707	1,000.00
06/23/2023	1	136179	JULIE VANACKER	G.L.A.M. DAY TRIP DESTINATION FEATURE	818.000	707	1,000.00
06/23/2023	1	136193	WESENER BUILDING LLC	CONTRACTUAL SERVICES	818.000	707	1,000.00
06/23/2023	1	9355 (A)	CONSUMERS ENERGY	ELECTRICITY-EV STATION	920.100	200	36.40
06/23/2023	1	9358 (A)	GOULD LAW PC	CONTRACTUAL SERVICES	818.000	200	50.00
07/07/2023	1	136197	AZEE BUSINESS SOLUTIONS LLC	LIGHT BLUE S-XL	818.000	707	187.66
				LIGHT BLUE 2XL	818.000	707	38.12
				LIGHT BLUE 3XL	818.000	707	20.06
				LIGHT PINK S-2XL	818.000	707	204.72
				BLACK S-XL	818.000	707	206.40
				BLACK 2XL	818.000	707	22.64
				BLACK 3XL	818.000	707	23.64
				WHITE S-XL	818.000	707	284.80
				WHITE 2XL	818.000	707	30.48
				WHITE 3XL	818.000	707	31.48
				BLACK BEANIE	818.000	707	200.00
				BLACK/WHITE HAT	818.000	707	300.00
				CHECK 1 136197 TOTAL FOR FUND 248:			1,550.00
07/07/2023	1	9389 (A)	AMAZON CAPITAL SERVICES	DDA ORDER 111-5377536-5025852	930.000	200	61.77
07/20/2023	1	136243	AMERICAN SPEEDY PRINTING	MOTORCYCLE DAYS	818.770	705	82.00
07/20/2023	1	136246	CITY OF OWOSSO	PRINCIPAL PAID	991.100	905	397.53
				INTEREST PAID	993.000	905	55.12

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Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY				CHECK 1 136246 TOTAL FOR FUND 248:			452.65
07/20/2023	1	136256	KELLY'S REFUSE	DOWNTOWN TRASH CAN PICK UP	930.000	200	1,000.00
07/20/2023	1	136258	MICHIGAN MUNICIPAL LEAGUE (UIA)	UNEMPLOYMENT INSURANCE	717.000	261	4.27
07/20/2023	1	136259	MID MICHIGAN TURF CARE INC	DOWNTOWN SIDEWALK WEED CONTROL	930.000	200	1,500.00
07/20/2023	1	136264	OWOSSO-WATER FUND	UTILITIES	920.000	200	857.69
07/20/2023	1	136276	TEAM DESIGN	SOCIAL MEDIA MANAGEMENT JULY 22-APRIL	818.000	705	975.00
07/20/2023	1	136277	THE MATTESONS LLC	PHOTOGRAPHY PACKAGE	818.000	707	800.00
				VIDEOGRAPHY PACKAGE	818.000	707	1,200.00
				CHECK 1 136277 TOTAL FOR FUND 248:			2,000.00
07/21/2023	1	9432 (A)	CARRY PUMP SALES & SERVICE	DWNTOWN PUMP REPAIR	930.000	200	2,600.00
07/21/2023	1	9446 (A)	GOULD LAW PC	CONTRACTUAL SERVICES	818.000	200	100.00
07/21/2023	1	9462 (A)	PETERSON'S LANDSCAPING	WATERING (3 MONS AT 2237 EACH) JULY-	930.000	200	2,237.00
				DOWNTOWN MAINTENANCE JULY 23-APRIL24	930.000	200	1,600.00
				CHECK 1 9462 (A) TOTAL FOR FUND 248:			3,837.00
07/21/2023	1	9475 (A)	VERIZON WIRELESS	DDA	920.300	200	43.18
Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							30,683.83

'#'-INDICATES CHECK DISTRIBUTED TO MORE THAN ONE DEPARTMENT

PERIOD ENDING 07/31/2023

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

GL NUMBER	DESCRIPTION	2023-24	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	NORMAL (ABNORMAL)	MONTH 07/31/2023 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000 - REVENUE						
248-000-402.000	GENERAL PROPERTY TAX	35,926.00	2,019.53	2,019.53	33,906.47	5.62
248-000-402.100	TIF	220,053.00	0.00	0.00	220,053.00	0.00
248-000-573.000	LOCAL COMMUNITY STABILIZATION SHARE	5,436.00	0.00	0.00	5,436.00	0.00
248-000-665.000	INTEREST INCOME	500.00	0.00	0.00	500.00	0.00
248-000-670.000	LOAN PRINCIPAL	4,312.00	353.88	353.88	3,958.12	8.21
248-000-670.100	LOAN INTEREST	1,844.00	159.11	159.11	1,684.89	8.63
248-000-674.400	INCOME-PROMOTION	25,000.00	1,850.00	1,850.00	23,150.00	7.40
248-000-674.700	EV STATION REVENUE	1,620.00	0.00	0.00	1,620.00	0.00
248-000-699.101	TRANFERS FROM GENERAL FUND	33,921.00	0.00	0.00	33,921.00	0.00
Total Dept 000 - REVENUE		328,612.00	4,382.52	4,382.52	324,229.48	1.33
TOTAL REVENUES		328,612.00	4,382.52	4,382.52	324,229.48	1.33
Expenditures						
Dept 200 - GEN SERVICES						
248-200-728.000	OPERATING SUPPLIES	3,450.00	0.00	0.00	3,450.00	0.00
248-200-801.000	PROFESSIONAL SERVICES: ADMINISTRATIVE	10,000.00	0.00	0.00	10,000.00	0.00
248-200-810.000	INSURANCE & BONDS	3,000.00	0.00	0.00	3,000.00	0.00
248-200-818.000	CONTRACTUAL SERVICES	40,500.00	100.00	100.00	40,400.00	0.25
248-200-920.000	UTILITIES	3,000.00	0.00	0.00	3,000.00	0.00
248-200-920.100	ELECTRICITY-EV STATION	2,000.00	0.00	0.00	2,000.00	0.00
248-200-920.300	TELEPHONE	520.00	0.00	0.00	520.00	0.00
248-200-930.000	BUILDING MAINTENANCE - DPW	49,200.00	3,837.00	3,837.00	45,363.00	7.80
248-200-955.000	MEMBERSHIPS & DUES	1,000.00	0.00	0.00	1,000.00	0.00
248-200-956.000	EDUCATION & TRAINING	3,000.00	0.00	0.00	3,000.00	0.00
248-200-969.000	DEVELOPER REIMBURSEMENT	32,959.00	0.00	0.00	32,959.00	0.00
248-200-995.101	TRANSFER TO GENERAL FUND	11,003.00	0.00	0.00	11,003.00	0.00
Total Dept 200 - GEN SERVICES		159,632.00	3,937.00	3,937.00	155,695.00	2.47
Dept 261 - GENERAL ADMIN						
248-261-702.100	SALARIES	64,480.00	3,672.26	3,672.26	60,807.74	5.70
248-261-702.300	OVERTIME	0.00	68.39	68.39	(68.39)	100.00
248-261-715.000	SOCIAL SECURITY (FICA)	4,933.00	286.32	286.32	4,646.68	5.80
248-261-716.100	HEALTH INSURANCE	7,400.00	621.74	621.74	6,778.26	8.40
248-261-716.200	DENTAL INSURANCE	252.00	19.87	19.87	232.13	7.88
248-261-716.300	OPTICAL INSURANCE	36.00	2.58	2.58	33.42	7.17
248-261-716.400	LIFE INSURANCE	504.00	40.92	40.92	463.08	8.12
248-261-716.500	DISABILITY INSURANCE	968.00	41.34	41.34	926.66	4.27
248-261-717.000	UNEMPLOYMENT INSURANCE	6.00	4.27	4.27	1.73	71.17
248-261-718.200	DEFINED CONTRIBUTION	5,803.00	330.51	330.51	5,472.49	5.70
248-261-719.000	WORKERS' COMPENSATION	420.00	35.27	35.27	384.73	8.40
Total Dept 261 - GENERAL ADMIN		84,802.00	5,123.47	5,123.47	79,678.53	6.04
Dept 704 - ORGANIZATION						
248-704-728.000	SUPPLIES	1,000.00	0.00	0.00	1,000.00	0.00
248-704-818.000	WORK PLAN EXPENDITURE	2,000.00	0.00	0.00	2,000.00	0.00

PERIOD ENDING 07/31/2023

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

GL NUMBER	DESCRIPTION	2023-24	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	NORMAL (ABNORMAL)	MONTH 07/31/2023 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
Total Dept 704 - ORGANIZATION		3,000.00	0.00	0.00	3,000.00	0.00
Dept 705 - PROMOTION						
248-705-802.000	ADVERTISEMENT	2,000.00	0.00	0.00	2,000.00	0.00
248-705-818.000	WORK PLAN EXPENDITURES	5,000.00	45.00	45.00	4,955.00	0.90
248-705-818.730	ART WALK	500.00	0.00	0.00	500.00	0.00
248-705-818.750	GLOW	6,531.00	0.00	0.00	6,531.00	0.00
248-705-818.760	RETAIL EVENTS	135.00	0.00	0.00	135.00	0.00
248-705-818.770	MOTORCYCLE DAYS	100.00	30.00	30.00	70.00	30.00
248-705-818.780	CHOCOLATE WALK	500.00	0.00	0.00	500.00	0.00
248-705-818.790	NYE BLOCK PARTY	4,000.00	0.00	0.00	4,000.00	0.00
Total Dept 705 - PROMOTION		18,766.00	75.00	75.00	18,691.00	0.40
Dept 706 - DESIGN						
248-706-818.000	WORK PLAN EXPENDITURES	7,000.00	0.00	0.00	7,000.00	0.00
Total Dept 706 - DESIGN		7,000.00	0.00	0.00	7,000.00	0.00
Dept 905 - DEBT SERVICE						
248-905-991.100	PRINCIPAL	54,840.00	397.53	397.53	54,442.47	0.72
248-905-993.000	INTEREST	15,396.00	55.12	55.12	15,340.88	0.36
Total Dept 905 - DEBT SERVICE		70,236.00	452.65	452.65	69,783.35	0.64
TOTAL EXPENDITURES		343,436.00	9,588.12	9,588.12	333,847.88	2.79
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		328,612.00	4,382.52	4,382.52	324,229.48	1.33
TOTAL EXPENDITURES		343,436.00	9,588.12	9,588.12	333,847.88	2.79
NET OF REVENUES & EXPENDITURES		(14,824.00)	(5,205.60)	(5,205.60)	(9,618.40)	35.12

Delinquent Loan Report

Customer Code	Customer Name		Loan #	Loan Type
Invoice #	Post Date	Due Date	Amount Due	
00197	IHM ENTERPRISES		00044	PROPERTY DEVELOPMENT LOAN
0000006786	04/03/2023	05/01/2023	659.94	
0000006814	05/01/2023	06/01/2023	652.54	
0000006849	06/01/2023	07/01/2023	609.94	
	Total Due:		1,922.42	
00318	OWOSSO COOKIE COMPANY		00023	BUSINESS DEVELOPMENT LOAN
0000006841	06/01/2023	07/01/2023	289.36	
	Total Due:		289.36	



Assure Station Metrics Monthly Reporting

Company Id
141801

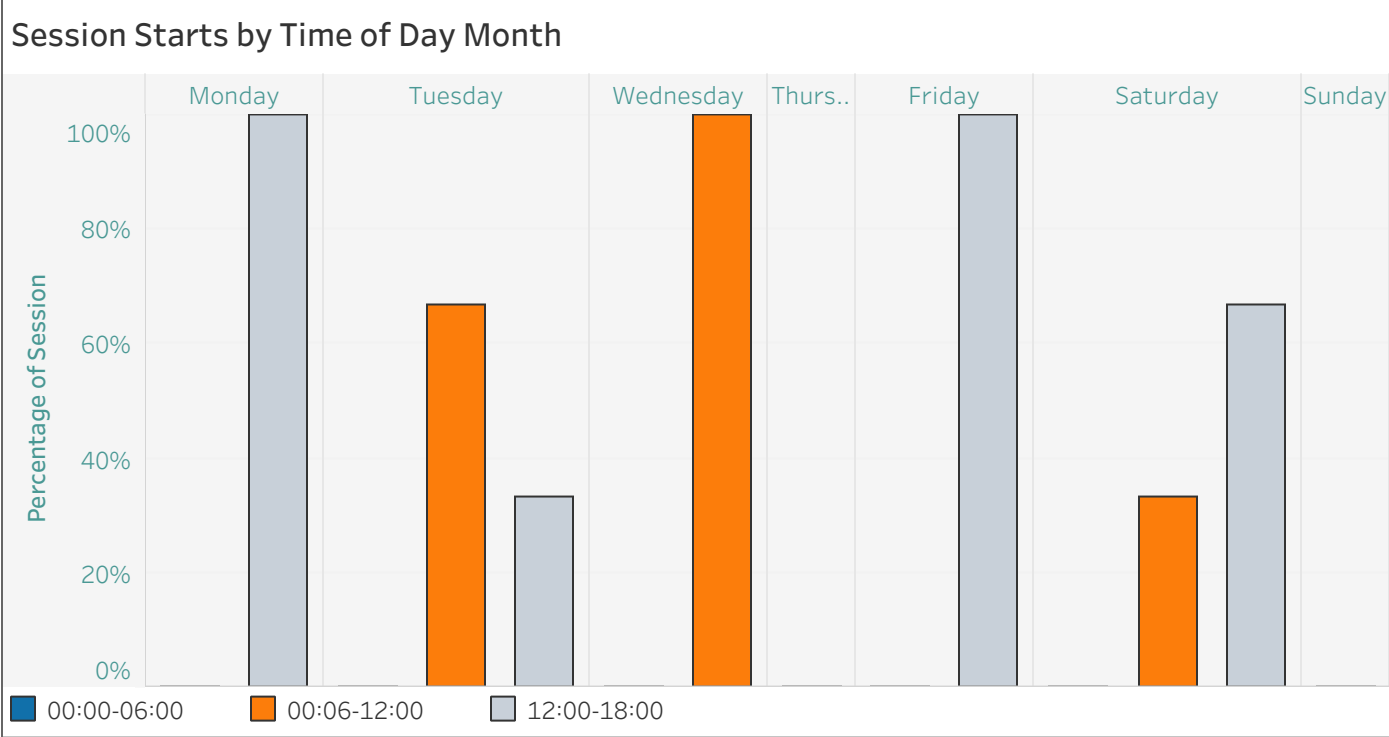
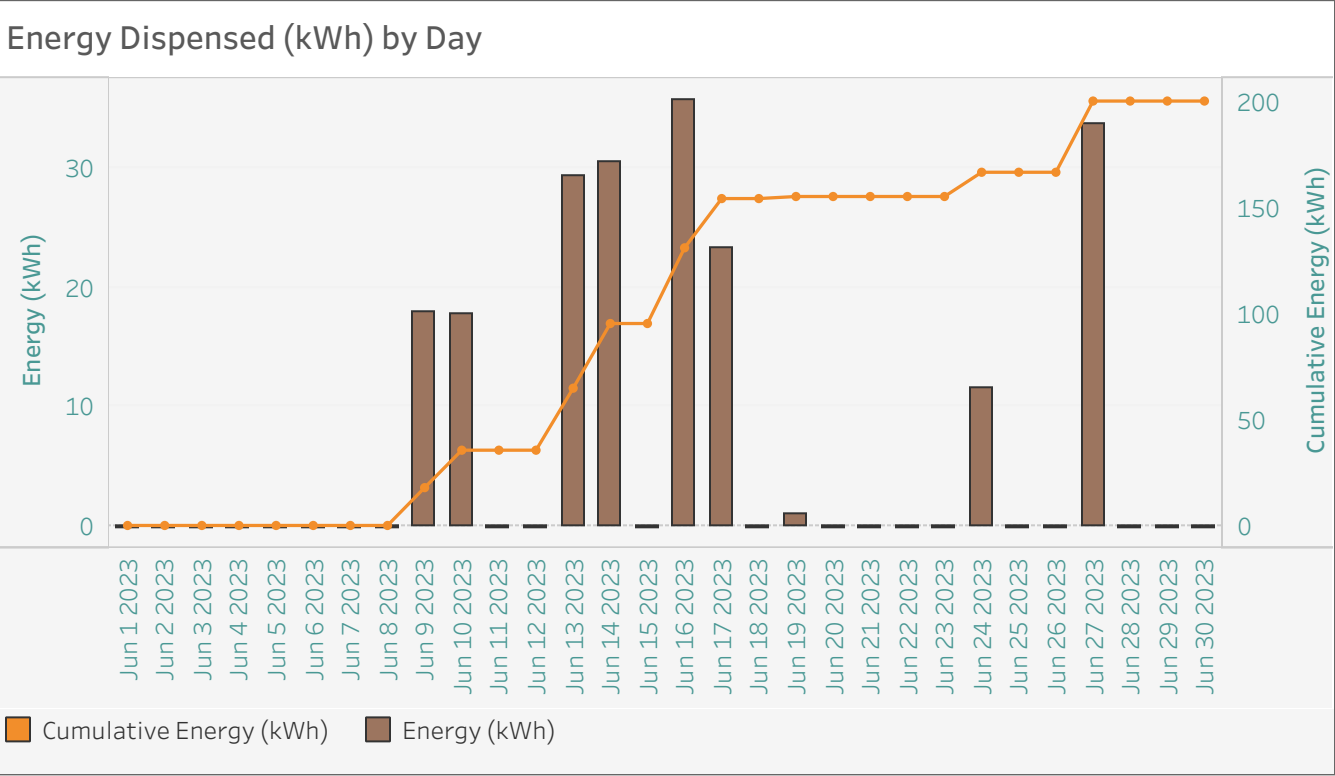
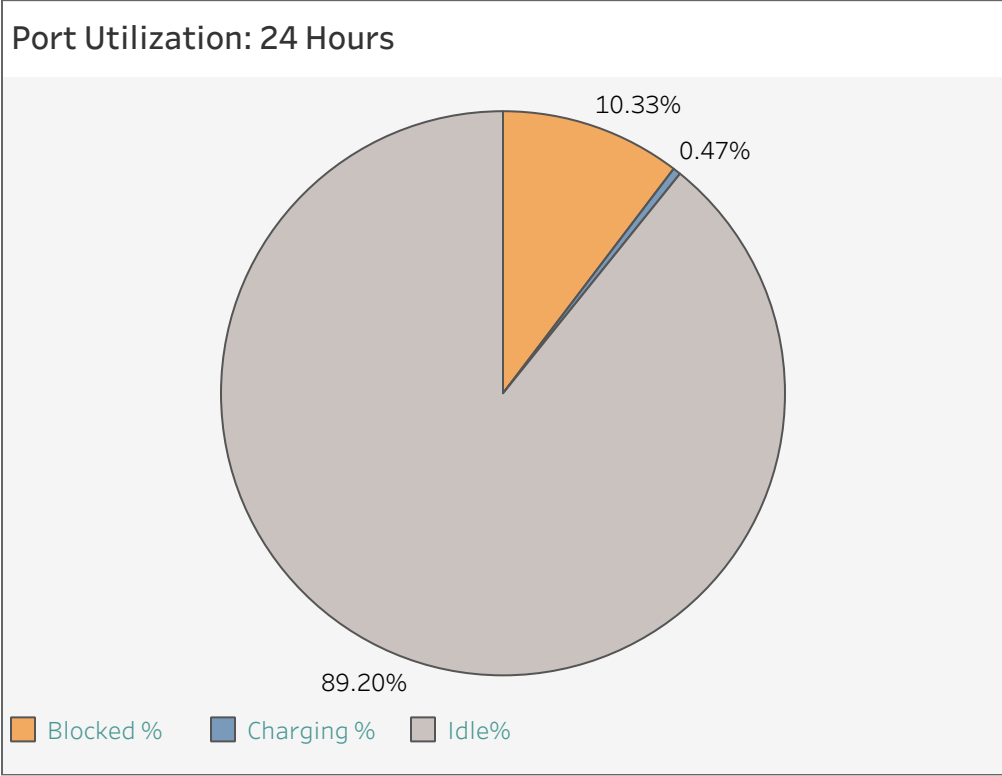
Port Level
All

Owosso Main Street - Monthly Report - June 2023

Organization Name
All

Month End Date
6/30/2023

Port Count	Station Count	Total Revenue (\$)	Energy (kWh)	GHG Savings (kg)	Gasoline Saved (Gal)	Unique Driver	Session Count
2	2	55	201	84	25	7	13



Average Session Duration (Hours)	11.96
Average Session Charge Time (Hours)	0.52
Average Session Energy (kWh)	15.44
Average Session Revenue (\$)	4.23
Occupied Hours	155.5
Charging Hours	6.7



Assure Station Metrics Quarterly Reporting

Company Id
141801

Port Level
All

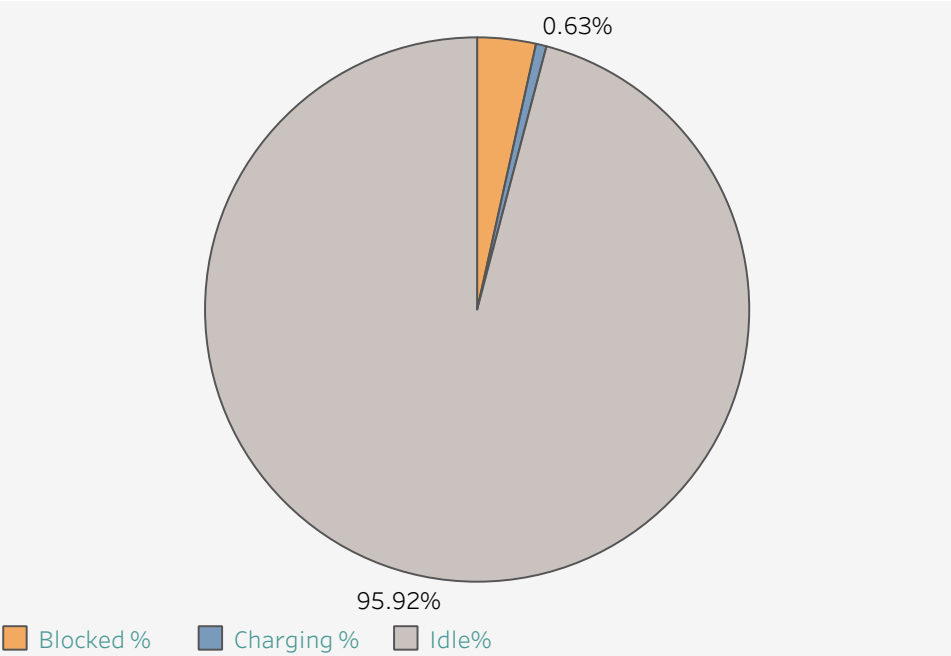
Organization Name
All

Quarter Year
6/30/2023

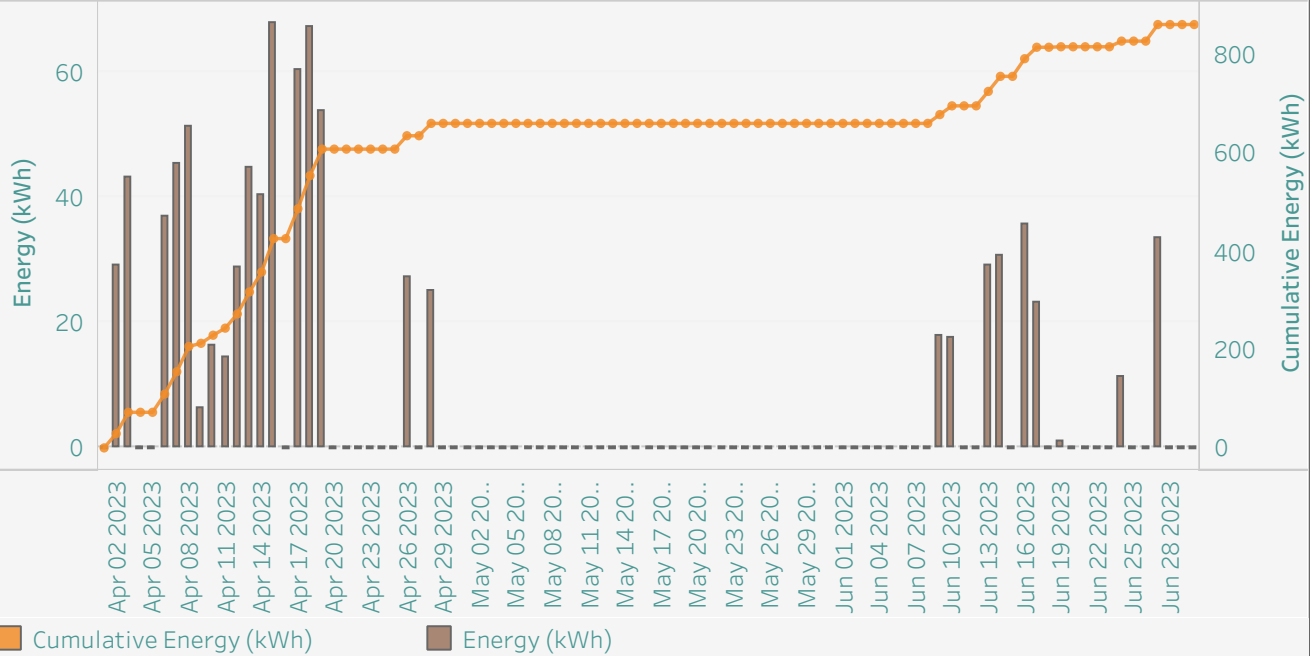
Owosso Main Street - Quarterly Report - 2023 Q2

Port Count	Station Count	Total Revenue (\$)	Energy (kWh)	GHG Savings (kg)	Gasoline Saved (Gal)	Unique Driver	Session Count
2	2	287	860	361	108	20	49

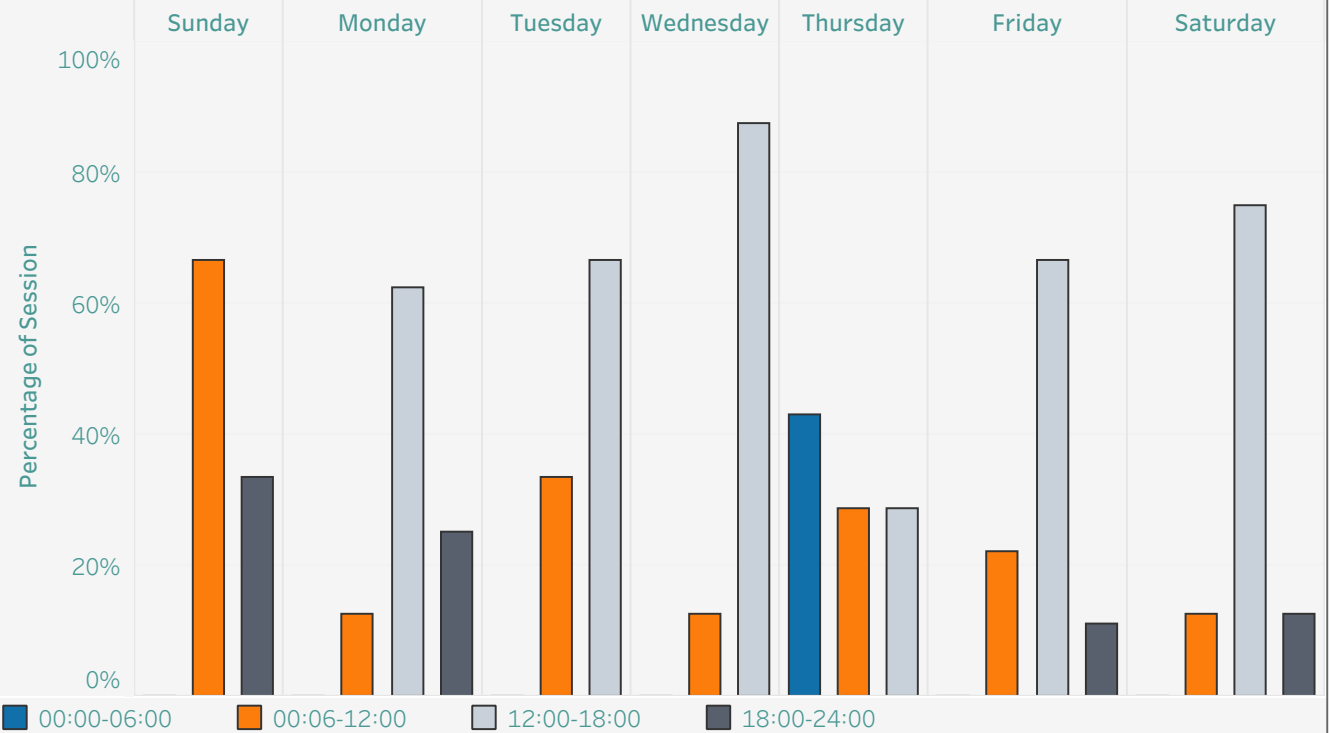
Port Utilization: 24 Hours



Energy Dispersed (kWh) by Day



Session Starts by Time of Day Quarter



Average Session Duration (Hours)	3.64
Average Session Charge Time (Hours)	0.56
Average Session Energy (kWh)	17.54
Average Session Revenue (\$)	5.86
Occupied Hours	178.3
Charging Hours	27.3

Service Entitlement Status Breakdown of Assure Stations

	Expired	0-30 Days	1-6 Months	6-12 Months	1+ Year
Assure	0	0	0	0	2
SW	0	0	0	0	2

- You dispensed more energy than 25.63 % of other Assure customers.
- You collected more fees than 65.95 % of other Assure customers.
- You fueled more unique drivers than 44.95 % of other Assure customers.
- Your 24 hour charging utilization was higher than 8.11 % of other Assure customers.

Station Name	Total Energy (kWh)	Total Sessions	Total Fees (\$)	Gasoline Saved (Gal)	GHG Savings (kg)	Charging Hours	Occupied Hours	Uptime (%)
MAIN ST PLAZA MAIN ST PLAZA 1	187	16	\$ 76.70	23	79	8	9	100.00%
MAIN ST PLAZA MAIN ST PLAZA 2	673	33	\$ 210.26	84	282	20	169	100.00%



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.

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.

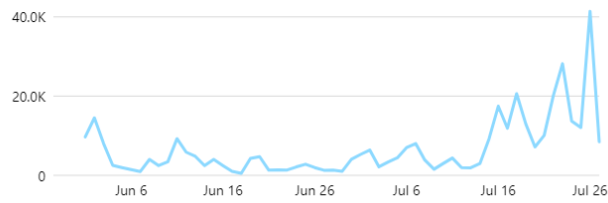
Total Hours Occupied: Sum of all session durations.
This is used in part to determine utilization.

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

Reach

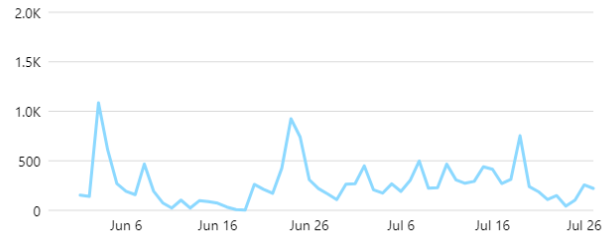
Facebook reach ⓘ

139,380 ↑ 48.3%



Instagram reach ⓘ

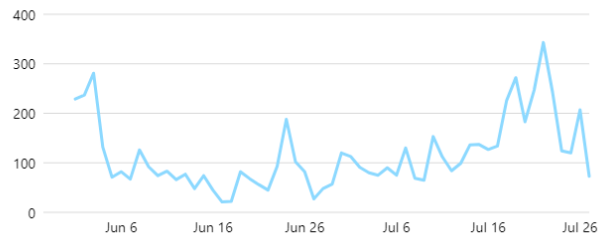
3,630 ↑ 187.2%



Page and profile visits

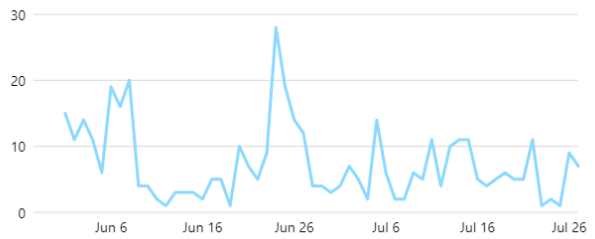
Facebook visits ⓘ

6,603 ↑ 82.4%



Instagram profile visits ⓘ

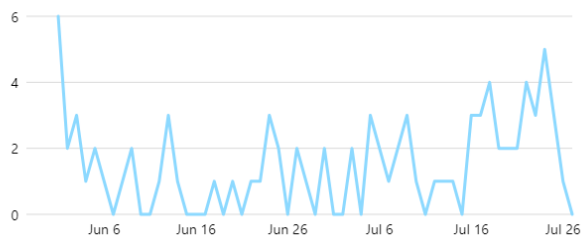
421 ↑ 62.5%



New likes and follows

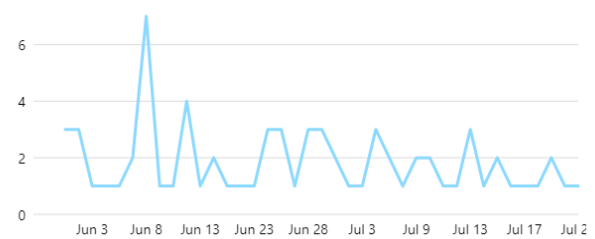
Facebook Page new likes ⓘ

86 ↑ 21.1%



New Instagram followers ⓘ

72 ↑ 12.5%



Audience

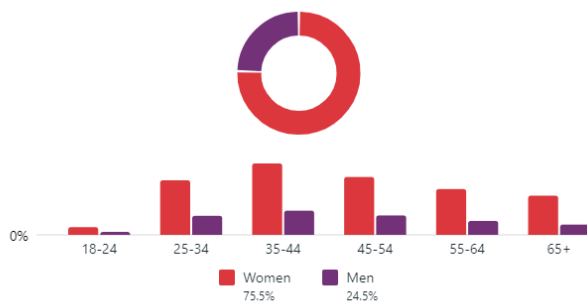
Current audience

Potential audience

Facebook followers ⓘ

11,110

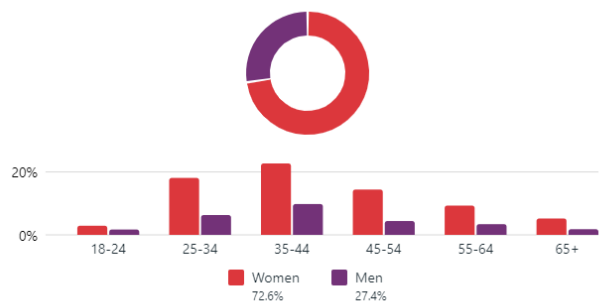
Age & gender ⓘ



Instagram followers ⓘ

1,780

Age & gender ⓘ





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

MEMORANDUM

DATE: August 2, 2023

TO: Owosso Main Street/Downtown Development Authority

FROM: Lizzie Fredrick, OMS/DDA Executive Director

SUBJECT: Owosso Main Street Committee Structure

The Main Street America program operates with four committees: Promotions, Organization, Design and Economic Vitality. Since March of 2023, the Owosso Main Street Design Committee has been the only committee to actively meet. No sub-committees, besides specific event sub-committees, have been actively meeting.

Staff seek assistance and guidance with developing the four committees and their sub-committees, including creating policies and procedures for member recruitment, responsibilities and removal.

OMS/DDA BYLAWS 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 Chairperson 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. Chairperson. One member of each committee shall be appointed chairperson 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.

Motion to Consider:

No motion to consider.

Attachment:

OMS Flow Chart – Page 21

OWSSO MAIN STREET

Downtown Development Authority & Executive Director

DDA/OMS Board Members

Jon Moore, Foster Coffee Company
Lance Omer, Remax
Bill Gilbert, Gilbert's Hardware and Appliances
Melissa Wheeler, Murtle's Handmade Chocolates
Rob Teich, Mayor
Emily Olson, B62 Upholstery
Nicole Reyna, The Sideline
Josh Ardelean, CLH Insurance
Vacancy, DDA Resident

DDA/OMS Executive Director

Lizzie Fredrick

Promotion & Organization Committees

Marketing,
Branding,
Storytelling,
Event Planning
& Logistical
Management

STRATEGIC ACTIVITIES

Chair

Emily Olson, B62

Committee Members

Paulette Darling, Eventz 2 U
Tony Nash, AZee Branding Solutions

Communications,
Volunteer
Recruitment &
Retention,
Fundraising

STRATEGIC ACTIVITIES

Chair

Jon Moore, Foster Coffee

Committee Members

Sub-Committees/Work Plans:

Website
Monthly Newsletter
Volunteer Program
Sponsor Guide

Design & Economic Vitality Committees

Historic
Preservation,
Architecture,
Placemaking,
Beautification,
Public Spaces,
Public Art

STRATEGIC ACTIVITIES

Chair

Melissa Wheeler, Murtle's

Committee Members

Thomas Ainsworth, Plan View Design
Doug Perterson, Peterson's Landscaping
Lorraine Weckwert, Resident
Steve Teich, Resident

Sub-Committees/Work Plans:

Streetscape
Wayfinding
Placemaking -
Beautification
Historic Preservation -

Small Biz &
Entrepreneurship
Development,
Financing,
Real Estate
Development

STRATEGIC ACTIVITIES

Chair

Lance Omer, Remax

Committee Members

Bill Gilbert, Gilbert's

Sub-Committees/Work Plans:

Revolving Loan Fund
Grants
Electric Vehicle Stations
Business Meetups/Trainings

MINUTES

OWS DESIGN COMMITTEE

REGULAR MEETING

Tuesday, July 11, 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, L. Weckwert

Staff: L. Fredrick

Absent: T. Ainsworth, D. Peterson

Downtown Cleanup

Weckwert recommended not scheduling summer clean up events on Saturdays due to minimal volunteer sign up.

Fredrick suggested scheduling a cleanup quarterly.

Teich recommended looking into getting a smaller storage unit to save money.

Fountain Park

Fredrick presented an idea for a Paws in the Park fundraiser in September benefiting a downtown parks.

Teich recommended creating a rendering of the project that the fundraiser will benefit.

Committee discussed having the event from 10am-1pm on Ball Street and in Fountain Park in September.

Other Notes:

Committee discussed moving the downtown garbage cans to be compliant with the Americans with Disabilities Act and to provide more coverage of receptacles downtown.

Wheeler requested the glass bulb holiday lights to be removed from the downtown streets.

Committee would like to order a wagon or cart to help with transporting supplies for events and projects.

Next Meeting:

Tuesday, July 25th at 8:45 am at Murtle's Handmade Chocolates; 112 W Main St, Owosso, MI.

MINUTES

OMS DESIGN COMMITTEE

REGULAR MEETING

Tuesday, July 25, 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 8:57 a.m.

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

Staff: L. Fredrick

FY23-24 Budget

Fredrick presented the FY22-23 Design expenditures and FY23-24 budget and answered questions.

Weckwert recommended using FY23-24 funds for Christmas decorations.

Fredrick confirmed that the new holiday lights will not come from the Design fund and the Glow Committee and the Department of Public Works will have set dates for light and décor installation and removal.

Teich expressed his frustrations with the OatFest event and said it should have been taken to the DDA for approval. Teich said he found it offensive.

Committee discussed the benefit of street closure events to activate downtown and help raise funds for future placemaking and beautification projects.

Fall Beautification

Committee discussed Fall Beautification to support the Passport Program portion of the Vibrancy Grant including straw bales, pumpkins and corn stalks.

Peterson recommended filling the Rusty Tree planter with mums.

Wheeler suggested reaching out to Tomac Pumpkin Patch for pumpkins.

Ainsworth volunteered to design the pocket park décor.

Ainsworth discussed the opportunity for donations and sponsorships for the Fall Beautification.

Moved by Teich, seconded by Peterson to allocate \$500 for Fall Beautification.

Ayes: All

Motion: Carried

Director Updates:

Fredrick updated the Committee that the Department of Public Works removed glass holiday lights from trees, Peterson's Landscaping began removing holiday lights from streetlights and 30 volunteers participated in the Community Cleanup Event.

Committee Comments:

Peterson reviewed the Farmers Garden invoice for the FY22-23 flowers and explained that extras were ordered in case of vandalism, which occurred the previous year, and that Peterson's Landscaping is watering every day using water from their location instead of water from the fire hydrants and fertilizing every other day.

Peterson noted that the Committee should anticipate a higher watering cost for FY23-24 and the Peterson's Landscaping contract for Downtown Maintenance will be going back out to bid for 2024.

Wheeler updated the Committee on the Paws in the Park fundraiser and Committee agreed to wait until next year to schedule the event.

Ainsworth recommended prioritizing Washington Street beautification.

Next Meeting:

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

MINUTES

OWS PROMOTIONS COMMITTEE

REGULAR MEETING

Tuesday, July 19, 2023, 6:00 p.m.

B62 Upholstery; 204 W Main St, Ste 201, 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 6:06 p.m.

Present: E. Olson-Behar, P. Darling, T. Nash, N. Reyna, C. Lambert, R. Osmer

Staff: L. Fredrick, N. Bruckman

Absent: J. Birchmeier

DDA & Committee Introduction

Fredrick provided an overview of Owosso Main Street Promotions programming and asked the Committee to consider what programming they are interested in.

Events

Committee discussed planning a larger trick or treating event for 2023 and waiting to host Paws in the Park in 2024.

Sub-Committees

Committee discussed creating a Branding Sub-Committee.

Other Notes:

Committee recommended investing in volunteer badges or lanyards to wear at events.

Follow Up:

Fredrick to invite additional potential Committee and Sub-Committee members to the next meeting.

Next Meeting:

Wednesday, August 16th at 6pm at B62 Upholstery; 204 W Main St, Ste 201, Owosso, MI.