

AGENDA

As Amended

OWOSSO MAIN STREET/DDA

REGULAR BOARD MEETING

Wednesday, December 6, 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 as Amended: December 6, 2023

Review and Approval of Minutes: October 31, 2023

Public Comments:

Items of Business:

- 1) Check Register.....(Resolution)
- 2) Revenue and Expenditure Report.(Discussion)
- 3) Revolving Loan Fund Delinquent Loan Report.....(Discussion)
- 4) **ADD ON - DDA 2023 Audit.....(Discussion)**
- 5) ChargePoint Report.....(Discussion)
- 6) Social Media Analytics.....(Discussion)
- 7) Main Street Technical Services Application.... (Resolution)
- 8) OMS Committee Meeting Schedule.....(Discussion)

Committee Updates:

- Design (Fredrick)
- Promotion (Fredrick)
- 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.]

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

October 31, 2023, AT 9:30 A.M.

CALL TO ORDER: The meeting was called to order by Chair Jon Moore at 9:33 A.M.

ROLL CALL: Taken by Chair Jon Moore

PRESENT: Chair Jon Moore, Vice-Chair Lance Omer, Commissioners, Daylen Howard, Emily Olson and Robert J. Teich, Jr.

ABSENT: Commissioner Bill Gilbert, Josh Ardelean and Nicole Reyna

STAFF PRESENT: Lizzie Fredrick, DDA/OMS Director

AGENDA:

MOVED BY OLSON, SUPPORTED BY HOWARDA TO APPROVE THE OCTOBER 31, 2023 DDA/OMS AGENDA AS PRESENTED.

**AYES: ALL
MOTION CARRIED**

MINUTES:

MOVED BY HOWARD, SUPPORTED BY TEICH TO APPROVE THE OCTOBER 4, 2023 DDA/OMS ANNUAL MEETING MINUTES.

**AYE: ALL
MOTION CARRIED**

PUBLIC COMMENTS: None.

ITEMS OF BUSINESS:

1. **MICHIGAN MAIN STREET ACCREDITATION VISIT:** Lisa Thompson from Main Street America and Laura Krizov, Katie Higgs, Josh Prusik, and Bryan Dryer from the Michigan Economic Development Corporation introduced themselves and asked the Board questions for their yearly National Main Street Center accreditation process check-in.

Moore and Teich shared that they are both proud of Owosso Main Street events.

Omer noted that staff turnover for the OMS Director position and COVID-19 have affected OMS community partnerships.

Board discussed the need for more volunteer engagement as an obstacle to implementing programming and downtown development.

Prusik asked if the Transformation Strategies of Day Tripper Tourism and Residential Development are still relevant.

Omer supported the Day Tripper Tourism Transformation Strategy noting that Downtown Owosso has many assets.

Teich shared that there is a large need for OMS to focus on infrastructure improvements.

Fredrick confirmed OMS event sponsorships is the only organization fundraising currently implemented and highlighted the need to extend the fundraising program to support overall goals for downtown.

Omer summarized the Downtown Historic District Commission relationship with OMS and noted how some downtown properties have been left vacant.

Krizov shared ideas for storytelling and OMS communications including weekly video updates.

Krizov provided updates on upcoming Michigan Main Street communications and support.

BOARD COMMENTS: None

ADJOURNMENT:

MOVED BY HOWARD, SUPPORTED BY OLSON TO ADJOURN AT 10:37 A.M.

AYES: ALL

MOTION CARRIED

NEXT MEETING DECEMBER 6, 2023.

11/30/2023 09:53 AM
User: ELFredrick
DB: Owosso

CHECK DISBURSEMENT REPORT FOR CITY OF OWOSSO
CHECK DATE FROM 09/16/2023 - 11/30/2023

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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
09/29/2023	1	136522	SHATTUCK SPECIALTY ADVERTISING	12X18 BANNER	818.000	706	16.00
09/29/2023	1	9687 (A)	BRUCKMAN'S MOVING & STORAGE	15X40 MONTHLY STORAGE UNIT	818.000	200	200.00
09/29/2023	1	9696 (A)	GOULD LAW PC	DDA	818.000	200	125.00
10/13/2023	1	136534	AMERICAN SPEEDY PRINTING	350 PASSPORT BOOKLETS	818.000	707	375.00
10/13/2023	1	136535	AZEE BUSINESS SOLUTIONS LLC	DOWNTOWN OWOSSO PASSPORT BOOKLET DESIGN	818.000	707	500.00
10/13/2023	1	136537	BORNOR RESTORATION INC	CHANGE ORDER 1 PER 9-18 CC MEETING	930.000	200	4,970.00
10/13/2023	1	136539	CITY OF OWOSSO	PRINCIPAL PAID	991.100	905	400.52
				INTEREST PAID	993.000	905	52.13
				CHECK 1 136539 TOTAL FOR FUND 248:			452.65
10/13/2023	1	136549	KELLY'S REFUSE	MONTHLY REFUSE PICKUP - EVERY TUE & FRI	818.000	200	832.50
10/13/2023	1	136560	OWOSSO-WATER FUND	UTILITIES	920.000	200	2,322.34
10/13/2023	1	136565	SIMPSON'S GREENHOUSE	30 PERENNIAL MUMS 8"	818.000	706	319.73
10/13/2023	1	9731 (A)	CONSUMERS ENERGY	ELECTRICITY-EV STATION	920.100	200	35.66
10/13/2023	1	9749 (A)	HUNTINGTON NATIONAL BANK	INTEREST	993.000	905	7,400.00
10/13/2023	1	9759 (A)	LUDINGTON ELECTRIC, INC.	BUILDING MAINTENANCE - DPW	930.000	200	654.04
10/13/2023	1	9782 (A)	VERIZON WIRELESS	DDA	920.300	200	48.29
10/27/2023	1	136591	MICHIGAN DOWNTOWN ASSOCIATION	OMS/DDA MUNICIPAL MEMBERSHIP DUES	955.000	200	200.00
10/27/2023	1	136600	RICOH USA	OPERATING SUPPLIES	728.000	200	4.12
10/27/2023	1	9792 (A)	BRUCKMAN'S MOVING & STORAGE	15X40 MONTHLY STORAGE UNIT	818.000	200	200.00
10/27/2023	1	9797 (A)	GOULD LAW PC	DDA	818.000	200	187.50
10/27/2023	1	9810 (A)	LUDINGTON ELECTRIC, INC.	FIXING DOWN TOWN LIGHTS	930.000	200	578.25
				FIXING DOWN TOWN LIGHTS	930.000	200	621.52
				FIXING DOWN TOWN LIGHTS	930.000	200	144.44
				CHECK 1 9810 (A) TOTAL FOR FUND 248:			1,344.21

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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
11/10/2023	1	136611	AMERICAN SPEEDY PRINTING	VIBRANCY GRANT PASSPORTS	818.000	707	117.00
11/10/2023	1	136622	CITY OF OWOSSO	PRINCIPAL PAID	991.100	905	401.52
				INTEREST PAID	993.000	905	51.13
				CHECK 1 136622 TOTAL FOR FUND 248:			452.65
11/10/2023	1	136633	FLINTPRINTS LLC	FULL COLOR SLAP WRAPS	818.000	707	658.00
				SLAP WRAP SETUP	818.000	707	50.00
				SLAP WRAP SHIPPING	818.000	707	50.00
				BLUETOOTH SPEAKERS	818.000	707	894.75
				SPEAKER SETUP	818.000	707	50.00
				SPEAKER SHIPPING	818.000	707	50.00
				MATTE STAINLESS BOTLE	818.000	707	1,338.00
				BOTTLE - FULL COLOR IMPRINT UPCHARGE	818.000	707	79.00
				BOTTLE SETUP	818.000	707	45.00
				FULL COLOR SETUP	818.000	707	50.00
				BOTTLE SHIPPING	818.000	707	135.00
				CHECK 1 136633 TOTAL FOR FUND 248:			3,399.75
11/10/2023	1	136637	HOME DEPOT CREDIT SERVICES	OCTOBER 2023 PURCHASES	930.000	200	13.01
11/10/2023	1	136642	KELLY'S REFUSE	MONTHLY REFUSE PICKUP - EVERY TUE & FRI	818.000	200	832.50
11/10/2023	1	136664	VISUAL POETRY LLC	PROMOTIONAL PHOTO SESSION	818.000	707	450.00
11/10/2023	1	9831 (A)	AMAZON CAPITAL SERVICES	DDA ORDER 11108232745915436	728.000	704	41.53
11/10/2023	1	9837 (A)	CONSUMERS ENERGY	ELECTRICITY-EV STATION	920.100	200	56.48
11/10/2023	1	9849 (A)	GILBERT'S DO IT BEST HARDWARE &	OCTOBER 2023 GILBERT PURCHASES	930.000	200	2.99
				OCTOBER 2023 GILBERT PURCHASES	930.000	200	4.98
				OCTOBER 2023 GILBERT PURCHASES	930.000	200	22.68
				OCTOBER 2023 GILBERT PURCHASES	930.000	200	6.60
				CHECK 1 9849 (A) TOTAL FOR FUND 248:			37.25
11/10/2023	1	9861 (A)	LUDINGTON ELECTRIC, INC.	REPLACE BREAKER FOR LIGTHS -PLUGS.	930.000	200	159.29
				MAIN BREAKER REPAIR AND CLEANING	930.000	200	201.25

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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
				CHECK 1 9861(A) TOTAL FOR FUND 248:			360.54
11/10/2023	1	9873 (A) #	PETERSON'S LANDSCAPING	DOWNTOWN MAINTENANCE JULY 23-APRIL24	930.000	200	750.00
				FALL BEAUTIFICATION ANNUAL MUMS	818.000	706	215.00
				CHECK 1 9873(A) TOTAL FOR FUND 248:			965.00
11/10/2023	1	9878 (A)	QUADIENT FINANCE USA INC	OPERATING SUPPLIES	728.000	200	0.63
11/22/2023	1	136670	AZEE BUSINESS SOLUTIONS LLC	SMALL SHIRTS	818.770	705	75.00
				MEDIUM SHIRTS	818.770	705	100.00
				LARGE SHIRTS	818.770	705	225.00
				EXTRA LARGE SHIRTS	818.770	705	300.00
				2XL SHIRTS	818.770	705	180.00
				3XL SHIRT	818.770	705	10.00
				4X SHIRT	818.770	705	10.00
				CHECK 1 136670 TOTAL FOR FUND 248:			900.00
11/22/2023	1	9895 (A)	AMAZON CAPITAL SERVICES	DDA ORDER 11181108480029862	818.750	705	124.95
11/22/2023	1	9902 (A)	BRUCKMAN'S MOVING & STORAGE	15X40 MONTHLY STORAGE UNIT	818.000	200	200.00
11/22/2023	1	9947 (A)	VERIZON WIRELESS	DDA	920.300	200	42.16
11/22/2023	1	9949 (E)	HUNTINGTON NATONAL BANK -	OPERATING SUPPLIES	728.000	200	20.00
				EDUCATION & TRAINING	956.000	200	385.32
				CHECK 1 9949(E) TOTAL FOR FUND 248:			405.32
				Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY			28,585.81

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

PERIOD ENDING 11/30/2023

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

		2023-24	YTD BALANCE	ACTIVITY FOR	AVAILABLE	
GL NUMBER	DESCRIPTION	AMENDED BUDGET	NORMAL (ABNORMAL)	MONTH 11/30/2023 INCREASE (DECREASE)	NORMAL (ABNORMAL) BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000 - REVENUE						
248-000-402.000	GENERAL PROPERTY TAX	35,926.00	31,207.39	250.02	4,718.61	86.87
248-000-402.100	TIF	220,053.00	0.00	0.00	220,053.00	0.00
248-000-540.000	STATE SOURCES	0.00	0.00	0.00	0.00	0.00
248-000-540.000-MATCHMAIN2	STATE SOURCES	0.00	0.00	0.00	0.00	0.00
248-000-573.000	LOCAL COMMUNITY STABILIZATION SHARE	5,436.00	24,228.43	0.00	(18,792.43)	445.70
248-000-605.200	CHARGE FOR SERVICES RENDERED	0.00	0.00	0.00	0.00	0.00
248-000-665.000	INTEREST INCOME	500.00	2,243.45	0.00	(1,743.45)	448.69
248-000-670.000	LOAN PRINCIPAL	4,312.00	720.22	361.01	3,591.78	16.70
248-000-670.100	LOAN INTEREST	1,844.00	777.77	151.98	1,066.23	42.18
248-000-674.200	DONATIONS	0.00	0.00	0.00	0.00	0.00
248-000-674.300	INCOME-ECNMC RESTRUCTING	0.00	0.00	0.00	0.00	0.00
248-000-674.400	INCOME-PROMOTION	25,000.00	6,626.00	2,973.00	18,374.00	26.50
248-000-674.500	INCOME-ORGANIZATION	0.00	0.00	0.00	0.00	0.00
248-000-674.600	INCOME-DESIGN	0.00	0.00	0.00	0.00	0.00
248-000-674.700	EV STATION REVENUE	1,620.00	131.81	32.23	1,488.19	8.14
248-000-675.000	MISCELLANEOUS	0.00	46.84	46.84	(46.84)	100.00
248-000-699.101	TRANFERS FROM GENERAL FUND	33,921.00	7,558.34	0.00	26,362.66	22.28
248-000-699.287	ARPA TRANSFER IN	0.00	0.00	0.00	0.00	0.00
Total Dept 000 - REVENUE		328,612.00	73,540.25	3,815.08	255,071.75	22.38
TOTAL REVENUES		328,612.00	73,540.25	3,815.08	255,071.75	22.38
Expenditures						
Dept 200 - GEN SERVICES						
248-200-728.000	OPERATING SUPPLIES	3,450.00	77.88	20.63	3,372.12	2.26
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	1,455.00	0.00	1,545.00	48.50
248-200-818.000	CONTRACTUAL SERVICES	40,500.00	5,547.50	1,032.50	34,952.50	13.70
248-200-818.500	AUDIT	0.00	75.00	0.00	(75.00)	100.00
248-200-920.000	UTILITIES	3,000.00	2,322.34	0.00	677.66	77.41
248-200-920.100	ELECTRICITY-EV STATION	2,000.00	202.91	56.48	1,797.09	10.15
248-200-920.300	TELEPHONE	520.00	183.34	42.16	336.66	35.26
248-200-930.000	BUILDING MAINTENANCE - DPW	49,200.00	15,747.69	1,160.80	33,452.31	32.01
248-200-940.000	EQUIPMENT RENTAL - DPW	0.00	3,983.66	387.77	(3,983.66)	100.00
248-200-955.000	MEMBERSHIPS & DUES	1,000.00	200.00	0.00	800.00	20.00
248-200-956.000	EDUCATION & TRAINING	3,000.00	385.32	385.32	2,614.68	12.84
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	2,750.66	0.00	8,252.34	25.00
Total Dept 200 - GEN SERVICES		159,632.00	32,931.30	3,085.66	126,700.70	20.63
Dept 261 - GENERAL ADMIN						
248-261-702.100	SALARIES	64,480.00	25,992.26	7,440.00	38,487.74	40.31
248-261-702.200	WAGES	0.00	31.67	0.00	(31.67)	100.00
248-261-702.300	OVERTIME	0.00	495.77	267.90	(495.77)	100.00
248-261-702.800	ACCRUED SICK LEAVE	0.00	0.00	0.00	0.00	0.00
248-261-703.000	OTHER COMPENSATION	0.00	0.00	0.00	0.00	0.00
248-261-715.000	SOCIAL SECURITY (FICA)	4,933.00	2,029.95	589.79	2,903.05	41.15
248-261-716.100	HEALTH INSURANCE	7,400.00	3,106.28	621.05	4,293.72	41.98

PERIOD ENDING 11/30/2023

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GL NUMBER	DESCRIPTION	2023-24	YTD BALANCE	ACTIVITY FOR		AVAILABLE	% BDGT USED
		AMENDED BUDGET	11/30/2023	MONTH	11/30/2023	BALANCE	
			NORMAL (ABNORMAL)	INCREASE	(DECREASE)	NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
248-261-716.200	DENTAL INSURANCE	252.00	114.79	23.73		137.21	45.55
248-261-716.300	OPTICAL INSURANCE	36.00	12.90	2.58		23.10	35.83
248-261-716.400	LIFE INSURANCE	504.00	209.55	42.57		294.45	41.58
248-261-716.500	DISABILITY INSURANCE	968.00	236.43	67.79		731.57	24.42
248-261-717.000	UNEMPLOYMENT INSURANCE	6.00	4.27	0.00		1.73	71.17
248-261-718.200	DEFINED CONTRIBUTION	5,803.00	2,359.56	678.70		3,443.44	40.66
248-261-719.000	WORKERS' COMPENSATION	420.00	186.56	50.43		233.44	44.42
Total Dept 261 - GENERAL ADMIN		84,802.00	34,779.99	9,784.54		50,022.01	41.01
Dept 704 - ORGANIZATION							
248-704-728.000	SUPPLIES	1,000.00	48.71	41.53		951.29	4.87
248-704-818.000	WORK PLAN EXPENDITURE	2,000.00	7.18	0.00		1,992.82	0.36
Total Dept 704 - ORGANIZATION		3,000.00	55.89	41.53		2,944.11	1.86
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	1,462.30	0.00		3,537.70	29.25
248-705-818.730	ART WALK	500.00	0.00	0.00		500.00	0.00
248-705-818.750	GLOW	6,531.00	154.95	124.95		6,376.05	2.37
248-705-818.760	RETAIL EVENTS	135.00	0.00	0.00		135.00	0.00
248-705-818.770	MOTORCYCLE DAYS	100.00	2,560.26	900.00		(2,460.26)	2,560.26
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	180.00	180.00		3,820.00	4.50
Total Dept 705 - PROMOTION		18,766.00	4,357.51	1,204.95		14,408.49	23.22
Dept 706 - DESIGN							
248-706-818.000	WORK PLAN EXPENDITURES	7,000.00	620.24	215.00		6,379.76	8.86
248-706-818.700	CONTRACTUAL SERVICES-FLOWERS	0.00	0.00	0.00		0.00	0.00
Total Dept 706 - DESIGN		7,000.00	620.24	215.00		6,379.76	8.86
Dept 707 - ECONOMIC VITALITY							
248-707-818.000	WORK PLAN EXPENDITURES	0.00	0.00	0.00		0.00	0.00
248-707-818.000-MATCHMAIN2	CONTRACTUAL SERVICES	0.00	0.00	0.00		0.00	0.00
248-707-818.000-MTCHONMAIN	CONTRACTUAL SERVICES	0.00	0.00	0.00		0.00	0.00
248-707-818.000-VIBRANCY22	CONTRACTUAL SERVICES	0.00	4,982.74	3,966.75		(4,982.74)	100.00
Total Dept 707 - ECONOMIC VITALITY		0.00	4,982.74	3,966.75		(4,982.74)	100.00
Dept 901 - CAPITAL OUTLAY							
248-901-965.585	CAPITAL CONTRIBUTION-DDA	0.00	0.00	0.00		0.00	0.00
248-901-965.585-DDASTRLITE	CAPITAL CONTRIBUTION-DDA	0.00	0.00	0.00		0.00	0.00
Total Dept 901 - CAPITAL OUTLAY		0.00	0.00	0.00		0.00	0.00

PERIOD ENDING 11/30/2023

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		AMENDED BUDGET	11/30/2023	MONTH	11/30/2023	BALANCE	
			NORMAL (ABNORMAL)	INCREASE	(DECREASE)	NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
Dept 905 - DEBT SERVICE							
248-905-991.100	PRINCIPAL	54,840.00	1,997.61		401.52	52,842.39	3.64
248-905-992.000	PAYING AGENT FEES	0.00	0.00		0.00	0.00	0.00
248-905-993.000	INTEREST	15,396.00	7,665.64		51.13	7,730.36	49.79
Total Dept 905 - DEBT SERVICE		70,236.00	9,663.25		452.65	60,572.75	13.76
Dept 966 - TRANSFERS OUT							
248-966-995.304	TRANSFER TO DEBT 2009 LTGO FUND	0.00	0.00		0.00	0.00	0.00
Total Dept 966 - TRANSFERS OUT		0.00	0.00		0.00	0.00	0.00
TOTAL EXPENDITURES		343,436.00	87,390.92		18,751.08	256,045.08	25.45
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		328,612.00	73,540.25		3,815.08	255,071.75	22.38
TOTAL EXPENDITURES		343,436.00	87,390.92		18,751.08	256,045.08	25.45
NET OF REVENUES & EXPENDITURES		(14,824.00)	(13,850.67)		(14,936.00)	(973.33)	93.43

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	
0000006926	07/03/2023	08/01/2023	609.94	
0000006969	08/01/2023	09/01/2023	609.92	
0000007007	09/01/2023	10/01/2023	609.94	
0000007048	10/02/2023	11/01/2023	598.21	
	Total Due:		4,350.43	
050-470-021-012-00	WESENER BUILDING, LLC		00051	DDA/MAINSTREET LOAN
0000007051	10/02/2023	11/06/2023	512.99	
	Total Due:		512.99	

CITY OF OWOSSO

COMPONENT UNITS STATEMENT OF NET POSITION

June 30, 2023

	<i>Brownfield Development Authority</i>	<i>Downtown Development Authority</i>	<i>Total</i>
Assets:			
Cash and cash equivalents	\$ 48,093	\$ 35,504	\$ 83,597
Investments	50,579	106,837	157,416
Accounts receivable	-	31	31
Loans receivable	-	31,822	31,822
Capital assets being depreciated, net	-	22,481	22,481
Total assets	<u>98,672</u>	<u>196,675</u>	<u>295,347</u>
Liabilities:			
Accounts payable and accrued expenses	791	16,221	17,012
Unearned revenue	-	6,760	6,760
Long-term liabilities:			
Due within one year			
Long-term debt	25,008	4,837	29,845
Advance from primary government	157,101	-	157,101
Due in more than one year			
Long-term debt	185,878	17,207	203,085
Advance from primary government	<u>1,263,850</u>	<u>-</u>	<u>1,263,850</u>
Total liabilities	<u>1,632,628</u>	<u>45,025</u>	<u>1,677,653</u>
Net position:			
Net investment in capital assets	-	437	437
Unrestricted	<u>(1,533,956)</u>	<u>151,213</u>	<u>(1,382,743)</u>
Total net position	<u>\$ (1,533,956)</u>	<u>\$ 151,650</u>	<u>\$ (1,382,306)</u>

The accompanying notes are an integral part of these financial statements.

CITY OF OWOSSO

COMPONENT UNITS STATEMENT OF ACTIVITIES

Year Ended June 30, 2023

	<i>Brownfield Development Authority</i>	<i>Downtown Development Authority</i>	<i>Total</i>
Expenses:			
Community and economic development	\$ 403,295	\$ 335,670	\$ 738,965
Program revenues:			
Charges for services	-	3,477	3,477
Operating grants and contributions	30,644	106,023	136,667
	<u>30,644</u>	<u>109,500</u>	<u>140,144</u>
Net (expenses) revenues	<u>(372,651)</u>	<u>(226,170)</u>	<u>(598,821)</u>
General revenues:			
Property taxes levied and captured	453,553	235,728	689,281
Unrestricted investment earnings	<u>2,593</u>	<u>1,844</u>	<u>4,437</u>
Total general revenues	<u>456,146</u>	<u>237,572</u>	<u>693,718</u>
Changes in net position	83,495	11,402	94,897
Net position (deficit), beginning of year, restated	<u>(1,617,451)</u>	<u>140,248</u>	<u>(1,477,203)</u>
Net position (deficit), end of year	<u>\$ (1,533,956)</u>	<u>\$ 151,650</u>	<u>\$ (1,382,306)</u>

The accompanying notes are an integral part of these financial statements.

CITY OF OWOSSO

COMPONENT UNITS COMBINING BALANCE SHEET

June 30, 2023

	<i>Brownfield Development Authority</i>	<i>Downtown Development Authority</i>	<i>Total</i>
Assets:			
Cash and cash equivalents	\$ 48,093	\$ 35,504	\$ 83,597
Investments	50,579	106,837	157,416
Accounts receivable	-	31	31
Loan receivable	-	31,822	31,822
Total assets	<u>\$ 98,672</u>	<u>\$ 174,194</u>	<u>\$ 272,866</u>
Liabilities and Fund Balances:			
Liabilities:			
Accounts payable	\$ -	\$ 14,830	\$ 14,830
Accrued wages payable	-	1,391	1,391
Advances from primary government	1,420,951	-	1,420,951
Unearned revenue	-	6,760	6,760
Total liabilities	<u>1,420,951</u>	<u>22,981</u>	<u>1,443,932</u>
Fund Balances:			
Unassigned (deficit)	<u>(1,322,279)</u>	<u>151,213</u>	<u>(1,171,066)</u>
Total liabilities and fund balances	<u>\$ 98,672</u>	<u>\$ 174,194</u>	<u>\$ 272,866</u>

CITY OF OWOSSO

RECONCILIATION OF FUND BALANCES OF COMPONENT UNITS TO NET POSITION OF COMPONENT UNITS

June 30, 2023

Fund balances of component units \$ (1,171,066)

Net position reported for component units in the statement of net position is different
because:

Capital assets used in component units are not financial resources and therefore are not
reported in the component units fund statements.

Capital assets being depreciated, net 22,481

Certain liabilities are not due and payable in the current year and, therefore, are not reported
in the component units fund statements.

Accrued interest payable (791)

Long-term debt (232,930)

\$ (1,382,306)

CITY OF OWOSSO

COMPONENT UNITS

COMBINING STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE

Year Ended June 30, 2023

	<i>Brownfield Development Authority</i>	<i>Downtown Development Authority</i>	<i>Total</i>
Revenues:			
Property taxes	\$ 453,553	\$ 235,728	\$ 689,281
State grants	3,775	56,968	60,743
Contributions from other units	-	7,800	7,800
Charges for services	-	1,224	1,224
Investment income	2,593	1,844	4,437
Other revenue	26,869	43,508	70,377
Total revenues	486,790	347,072	833,862
Expenditures:			
Current			
Community and economic development	361,837	292,158	653,995
Capital outlay	-	38,494	38,494
Debt service			
Principal	24,638	4,696	29,334
Interest and fees	41,550	736	42,286
Total expenditures	428,025	336,084	764,109
Changes in fund balances	58,765	10,988	69,753
Fund balances (deficit), beginning of year, restated	(1,381,044)	140,225	(1,240,819)
Fund balances (deficit), end of year	\$ (1,322,279)	\$ 151,213	\$ (1,171,066)

CITY OF OWOSSO

RECONCILIATION OF CHANGES IN FUND BALANCES OF COMPONENT UNITS TO CHANGES IN NET POSITION OF COMPONENT UNITS

Year Ended June 30, 2023

Changes in fund balances of component units	\$ 69,753
Change in net position reported for governmental activities in the statement of activities is different because:	
Component units report capital outlays as expenditures. However, in the statement of activities, the cost of those assets is depreciated over their estimated useful lives and reported as depreciation expense.	
Capital outlay	-
Less depreciation expense	(4,282)
Some expenses reported in the statement of activities do not require the use of current financial resources and therefore are not reported as expenditures in the component units.	
Change in long-term debt	29,334
Change in accrued interest	<u>92</u>
Change in net position of component units	<u>\$ 94,897</u>

CITY OF OWOSSO

GOVERNMENTAL ACTIVITIES SCHEDULE OF INDEBTEDNESS

June 30, 2023

GENERAL OBLIGATION LIMITED TAX REFUNDING BONDS, SERIES 2021B

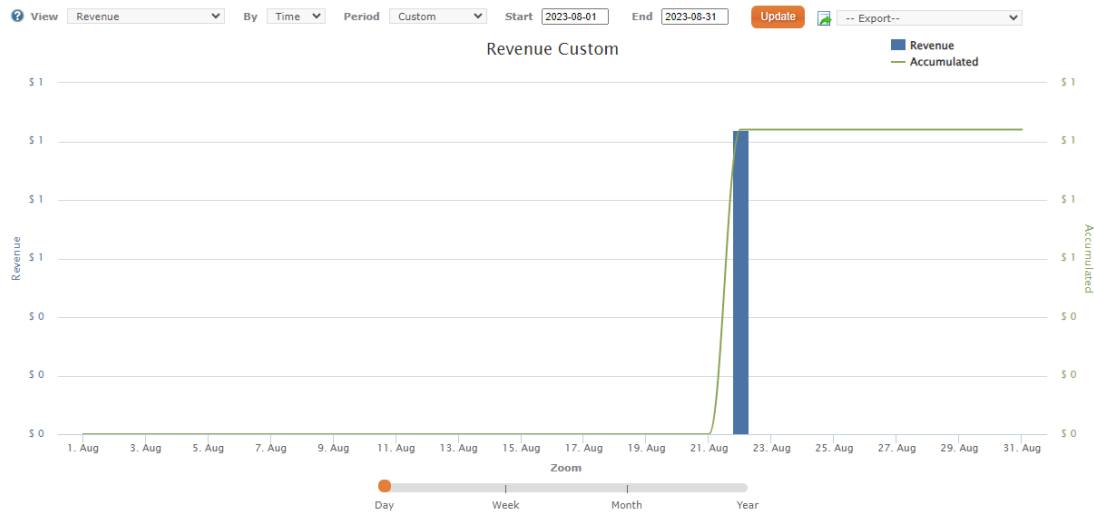
Issue dated June 23, 2021 in the amount of	\$	475,000
Less:		
Principal paid in prior years		(50,000)
Principal paid in current year		<u>(55,000)</u>
Balance payable at June 30, 2023	\$	<u>370,000</u>

Balance payable as follows:

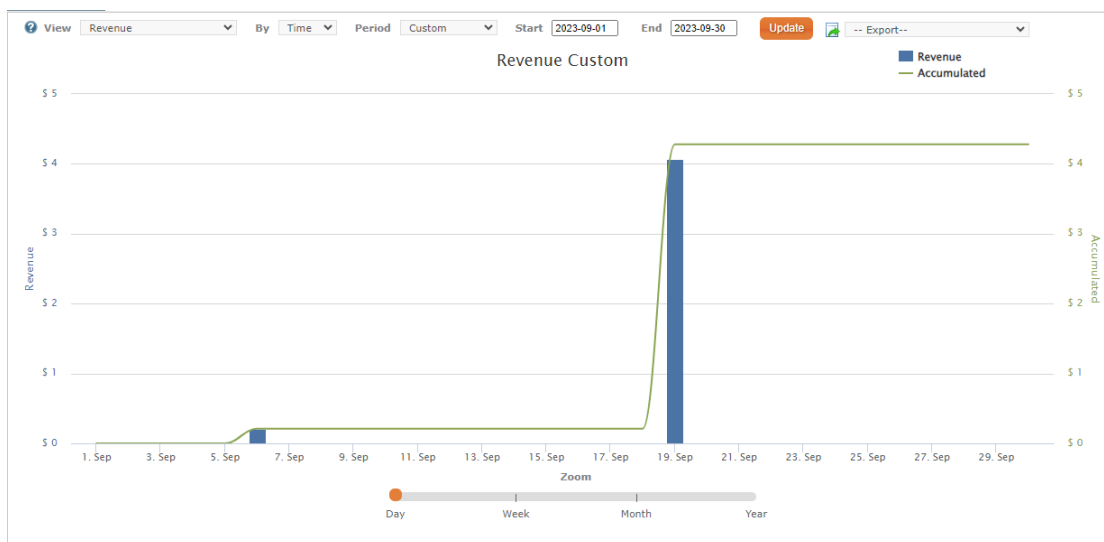
<i>Fiscal Year Ended</i>	<i>Interest Rate</i>	<i>Interest due November 1,</i>	<i>Principal due May 1,</i>	<i>Interest due May 1,</i>	<i>Total Annual Requirement</i>
2024	4.00%	\$ 7,400	\$ 50,000	\$ 7,400	\$ 64,800
2025	4.00%	6,400	55,000	6,400	67,800
2026	4.00%	5,300	60,000	5,300	70,600
2027	4.00%	4,100	65,000	4,100	73,200
2028	4.00%	2,800	70,000	2,800	75,600
2029	4.00%	<u>1,400</u>	<u>70,000</u>	<u>1,400</u>	<u>72,800</u>
		<u>\$ 27,400</u>	<u>\$ 370,000</u>	<u>\$ 27,400</u>	<u>\$ 424,800</u>

Electric Vehicle Charging Revenue

August

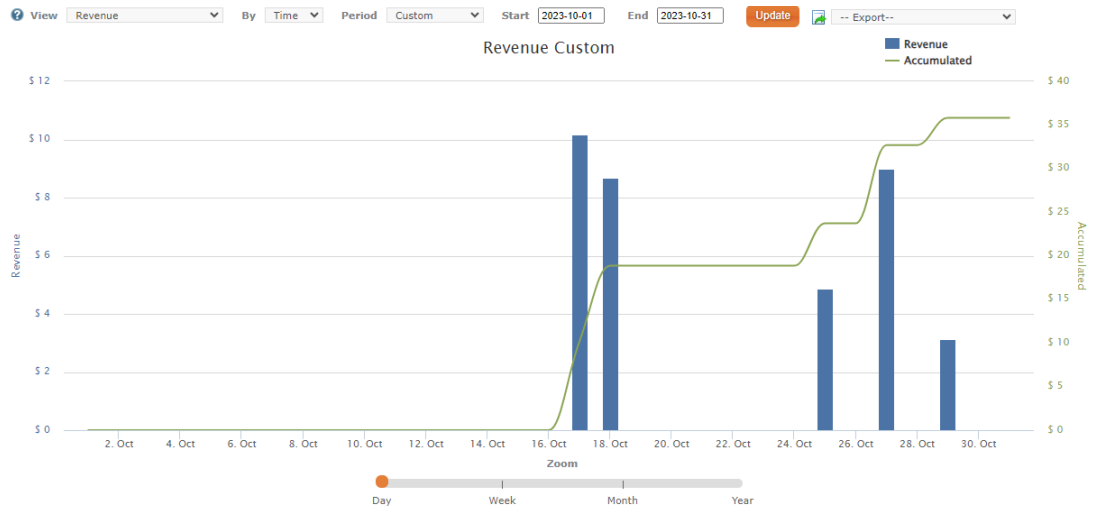


September

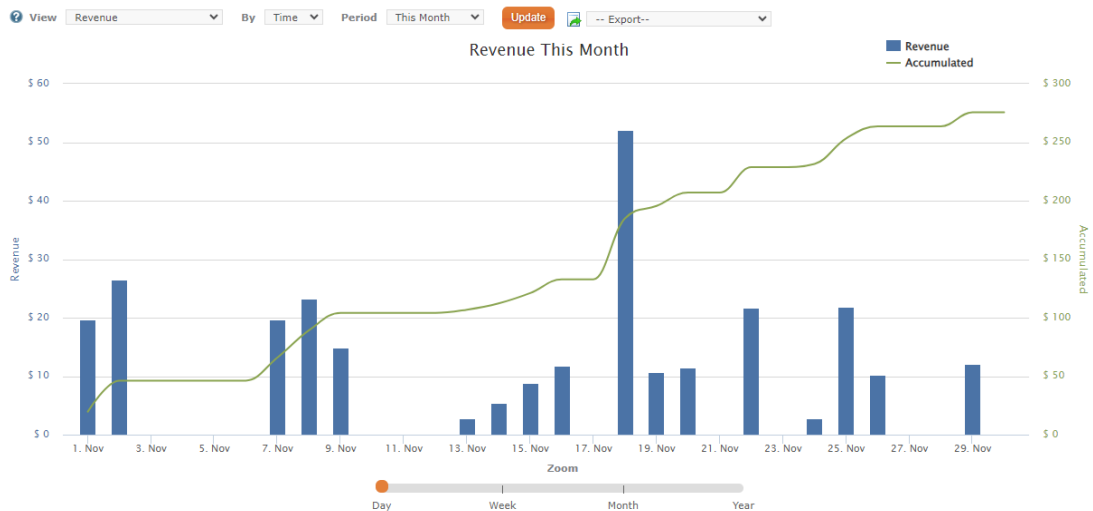


Electric Vehicle Charging Revenue

October



November





Assure Station Metrics Monthly Reporting

Company Id
141801

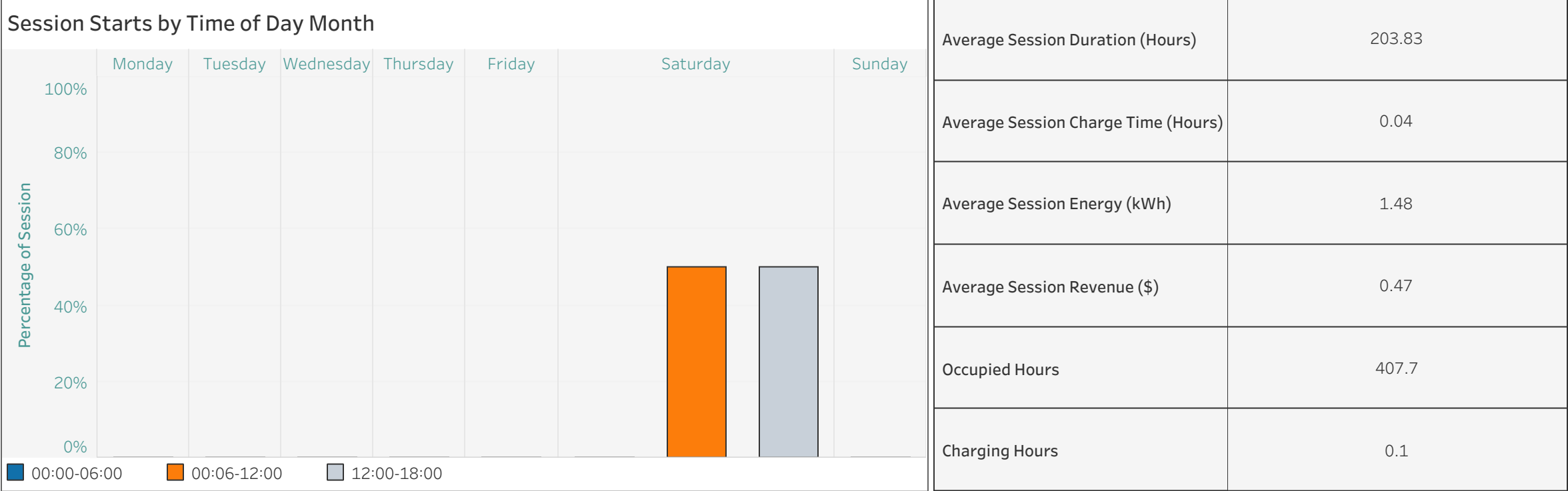
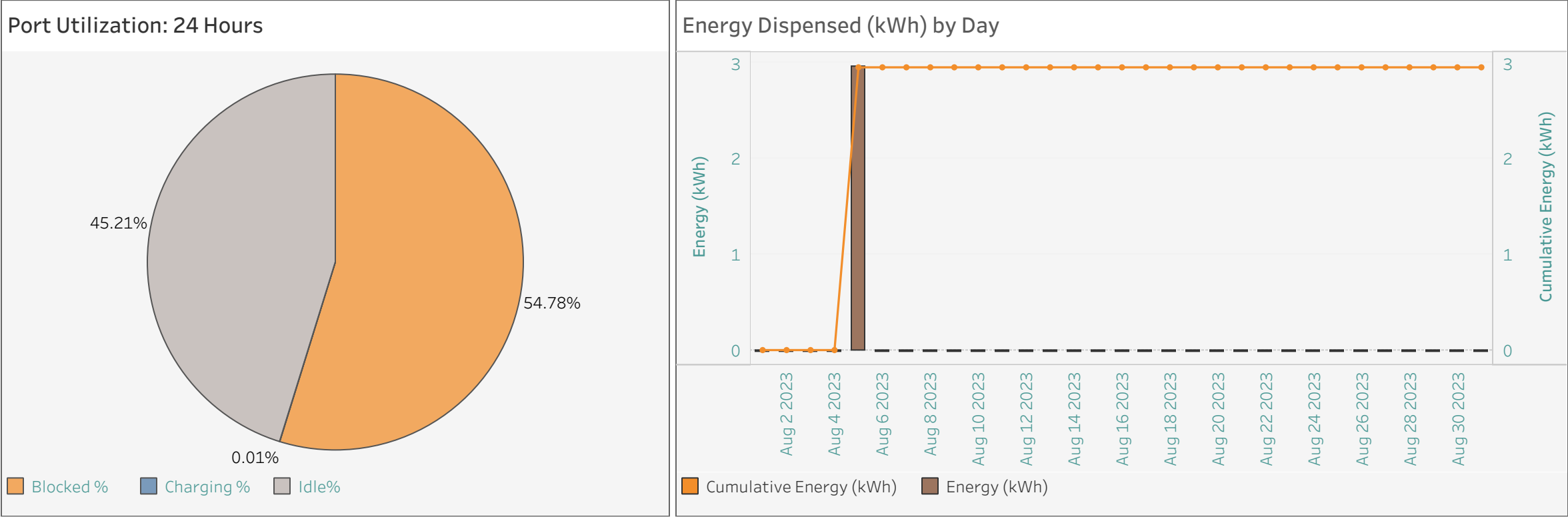
Port Level
All

Owosso Main Street - Monthly Report - August 2023

Organization Name
All

Month End Date
8/31/2023

Port Count	Station Count	Total Revenue (\$)	Energy (kWh)	GHG Savings (kg)	Gasoline Saved (Gal)	Unique Driver	Session Count
1	1	1	3	1	0	2	2





Assure Station Metrics Monthly Reporting

Company Id
141801

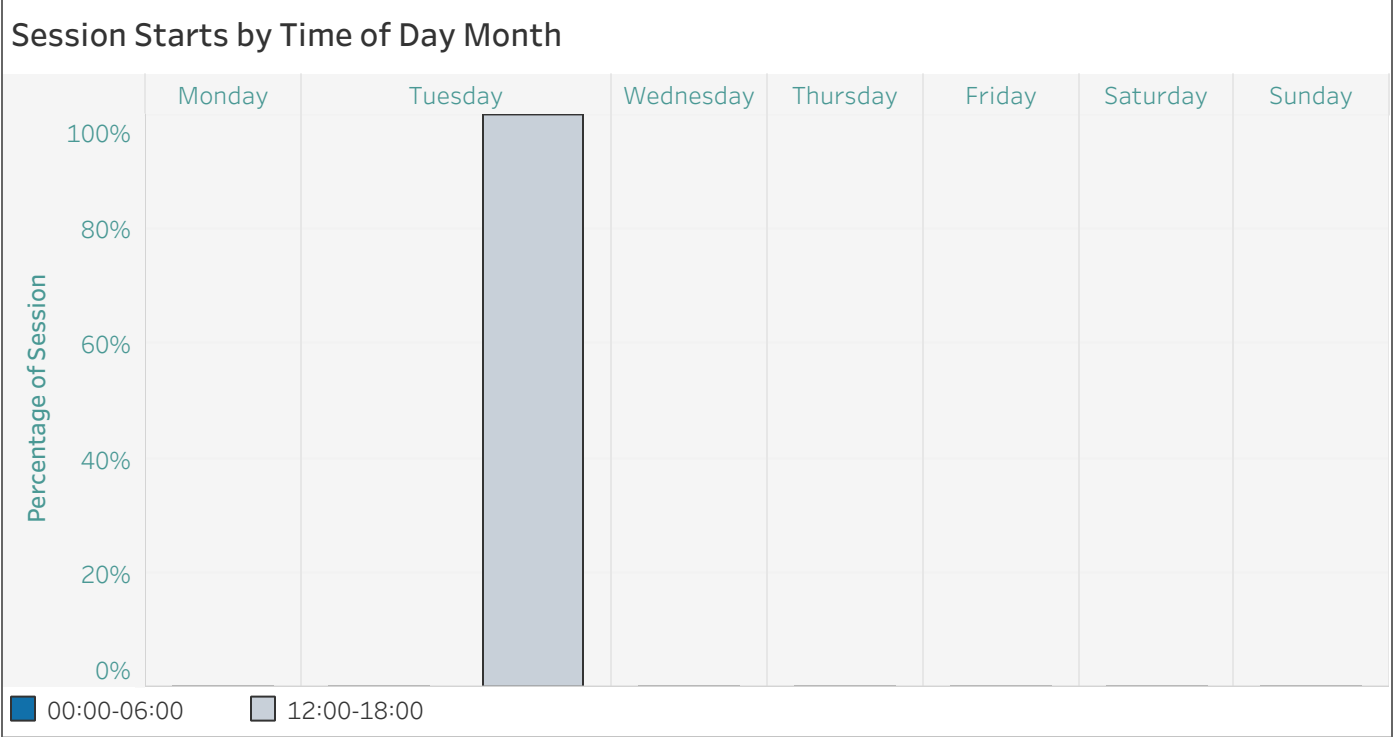
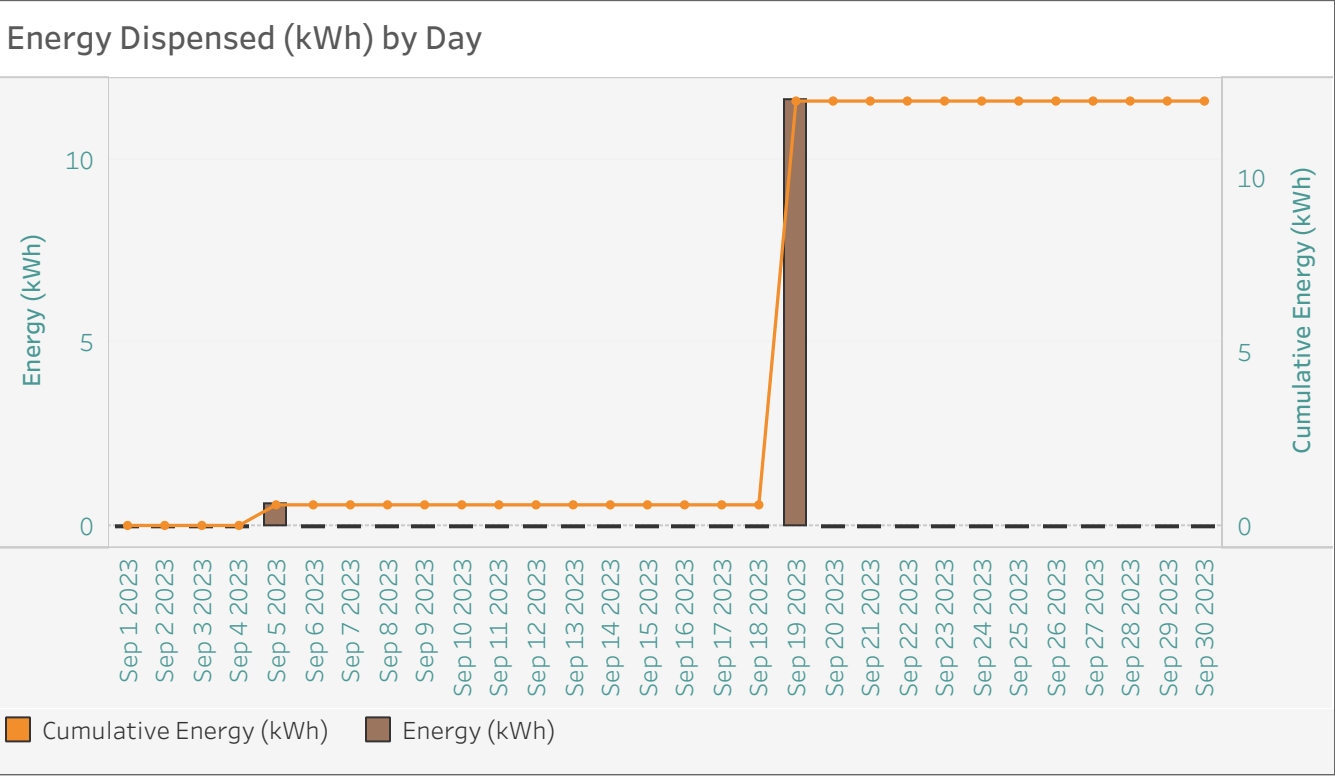
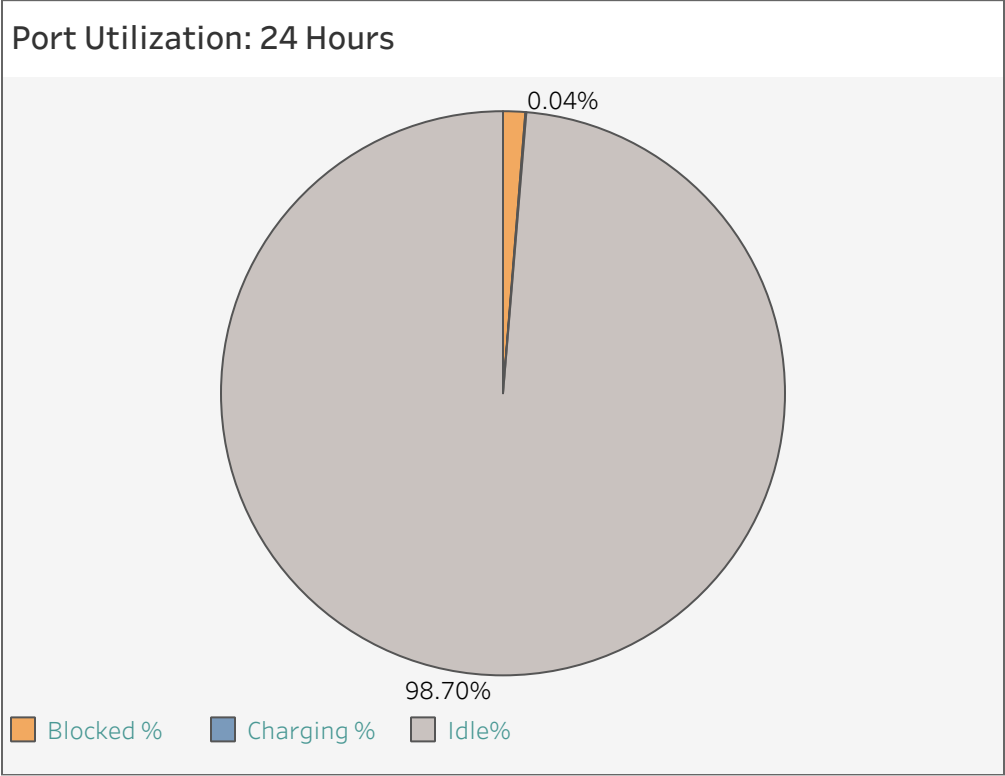
Port Level
All

Owosso Main Street - Monthly Report - September 2023

Organization Name
All

Month End Date
9/30/2023

Port Count	Station Count	Total Revenue (\$)	Energy (kWh)	GHG Savings (kg)	Gasoline Saved (Gal)	Unique Driver	Session Count
2	2	4	12	5	2	2	2



Average Session Duration (Hours)	9.39
Average Session Charge Time (Hours)	0.29
Average Session Energy (kWh)	6.12
Average Session Revenue (\$)	1.93
Occupied Hours	18.79
Charging Hours	0.58



Assure Station Metrics Monthly Reporting

Company Id
141801

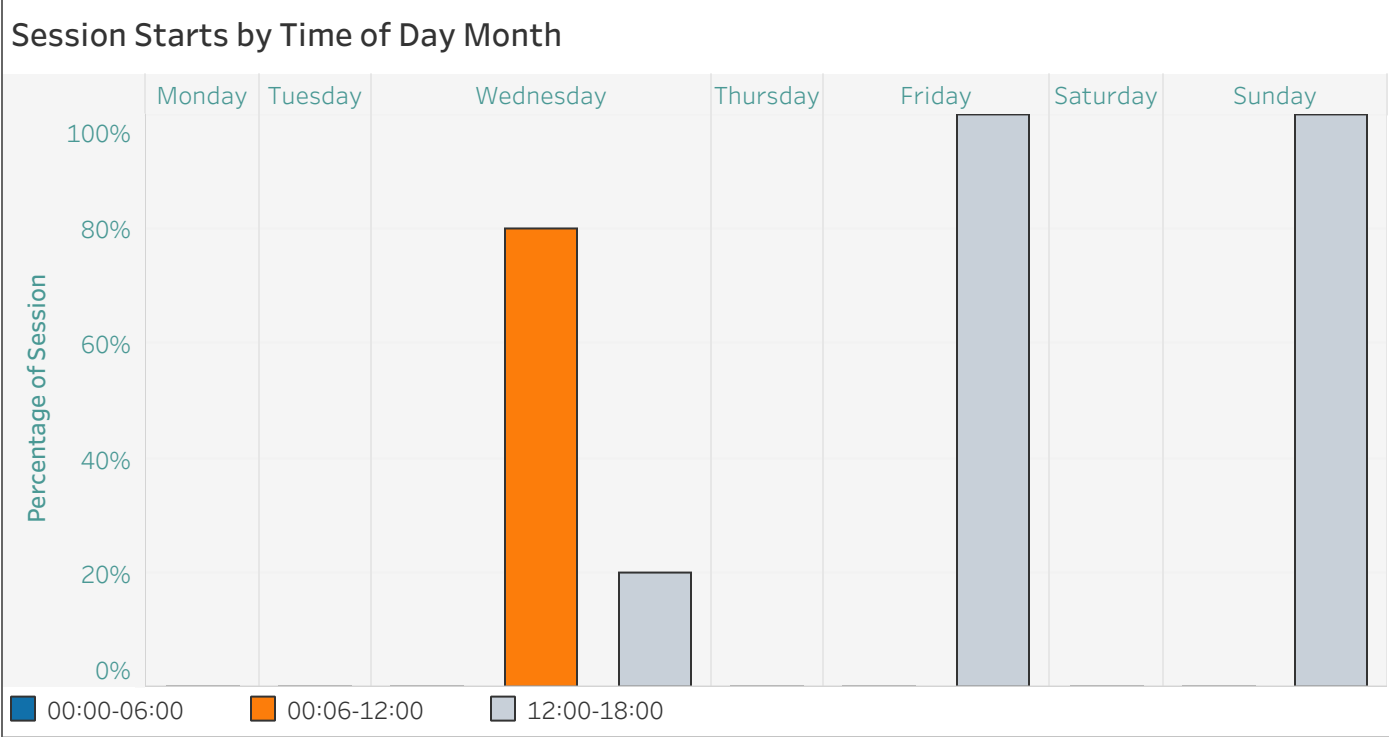
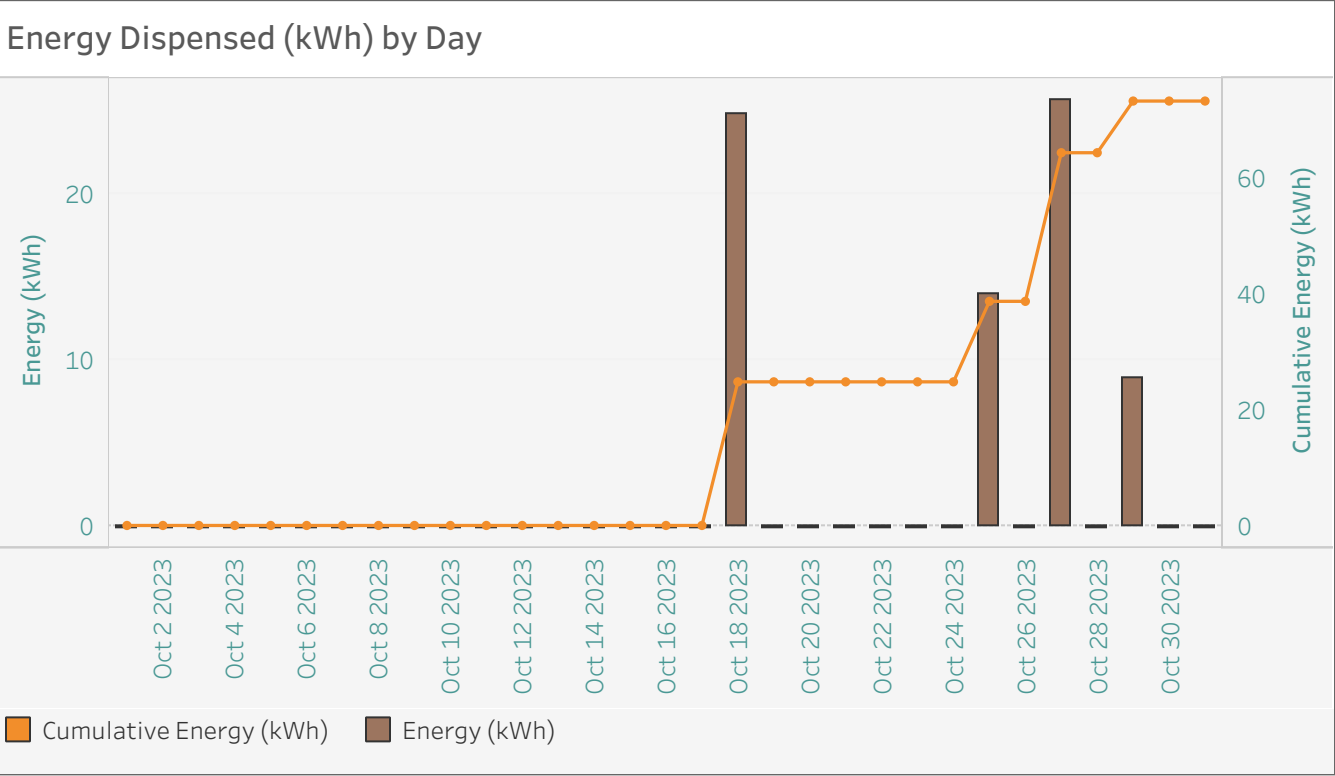
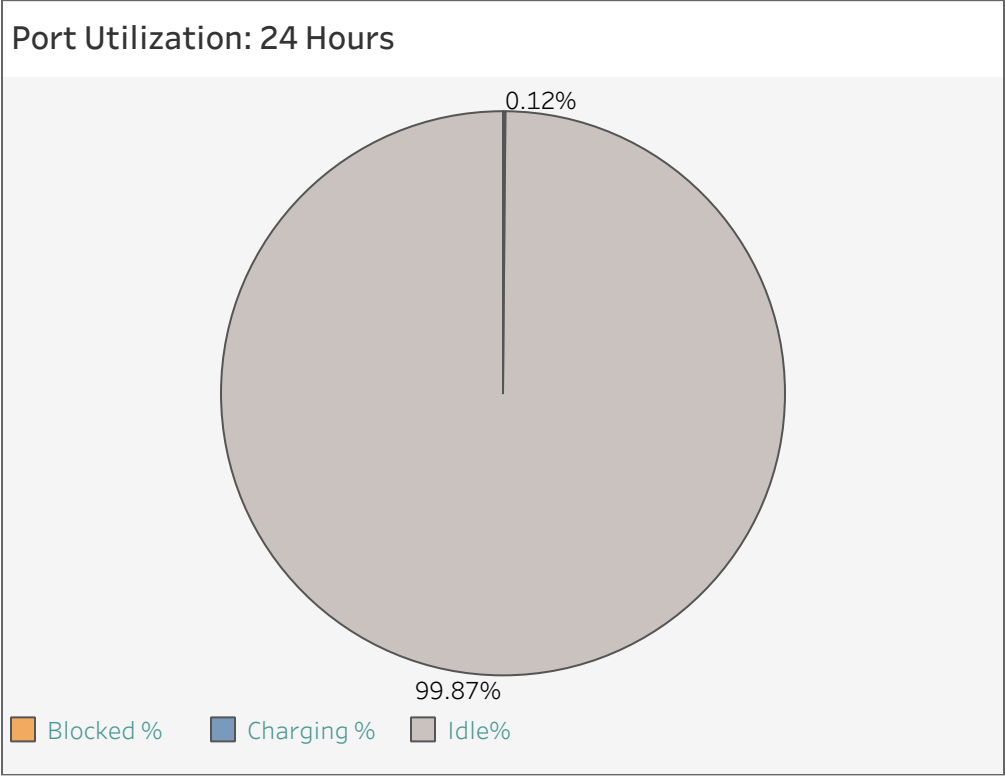
Port Level
All

Owosso Main Street - Monthly Report - October 2023

Organization Name
All

Month End Date
10/31/2023

Port Count	Station Count	Total Revenue (\$)	Energy (kWh)	GHG Savings (kg)	Gasoline Saved (Gal)	Unique Driver	Session Count
2	2	23	73	31	9	3	9



Average Session Duration (Hours)	0.21
Average Session Charge Time (Hours)	0.20
Average Session Energy (kWh)	8.14
Average Session Revenue (\$)	2.56
Occupied Hours	1.895
Charging Hours	1.811



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.

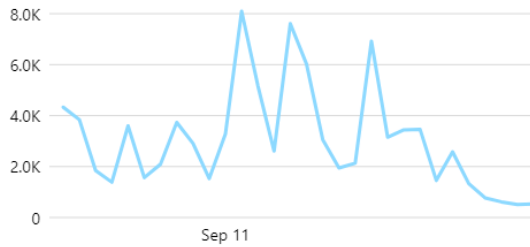
Social Media Analytics

September

Reach

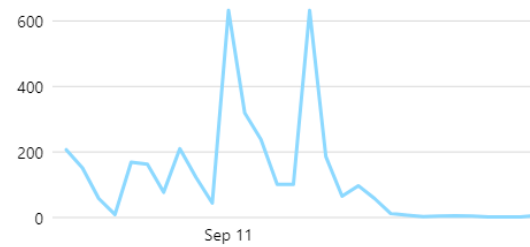
Facebook reach ⓘ

41,029 ↓ 61.2%



Instagram reach ⓘ

1,601 ↓ 37.8%



October

Reach

Facebook reach ⓘ

61,429 ↑ 40.9%



Instagram reach ⓘ

1,972 ↑ 16.3%

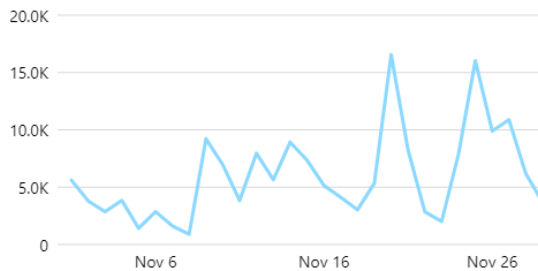


November

Reach

Facebook reach ⓘ

72,302 ↑ 17.7%



Instagram reach ⓘ

1,406 ↓ 28.7%



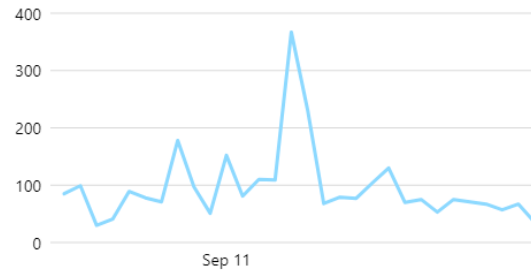
Social Media Analytics

September

Visits

Facebook visits ⓘ

2,898 ↓ 37.2%



Instagram profile visits ⓘ

150 ↓ 40.9%



October

Visits

Facebook visits ⓘ

6,022 ↑ 101.7%



Instagram profile visits ⓘ

295 ↑ 90.3%



November

Visits

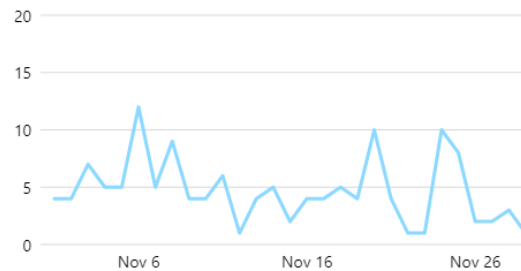
Facebook visits ⓘ

4,125 ↓ 31.5%



Instagram profile visits ⓘ

136 ↓ 53.9%



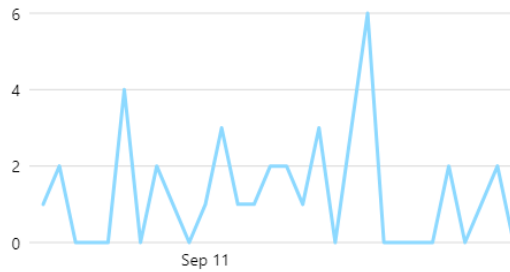
Social Media Analytics

September

New likes and follows

Facebook Page new likes ⓘ

38 ↓ 38.7%



New Instagram followers ⓘ

28 ↑ 27.3%



October

New likes and follows

Facebook Page new likes ⓘ

51 ↑ 15.9%



New Instagram followers ⓘ

41 ↑ 41.4%

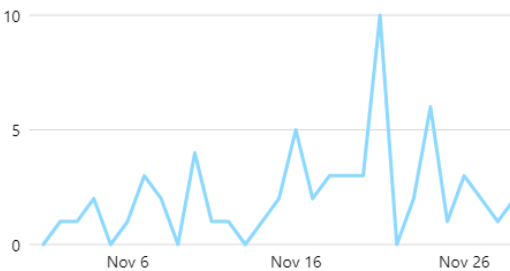


November

New likes and follows

Facebook Page new likes ⓘ

62 ↑ 21.6%



New Instagram followers ⓘ

14 ↓ 65.9%





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

MEMORANDUM

DATE: December 6, 2023

TO: Owosso Main Street/Downtown Development Authority

FROM: Lizzie Fredrick, OMS/DDA Executive Director

SUBJECT: Main Street Technical Services Application

The Michigan Main Street program provides annual Technical Assistance Services to eligible communities. The deadline for OMS to apply for a Technical Assistance Service is December 15, 2023. The application must include two choices of services.

The Organization Committee recommends the Strategic Planning Service as the first choice and the Main 5 Communication Plan as the second choice. Since the November 13, 2023 Organization Committee meeting, Staff met with Michigan Main Street about a customized option that would include updating the OMS Transformation Strategy and Strategic Planning.

- **Strategic Planning Service** – This service consists of facilitated focus group meetings and a 4-hour meeting with board members and committee chairs to develop and discuss priorities for the organization. Through this process, the Main Street Organization will also produce a 3–5-year list of projects and programming that will help the organization meet the outlined priorities.
- **Main 5 Communication Plan** - This service is a 3-hour workshop in which the community will work with a facilitator to develop details, goals, and actions for each of the five major Main Street organization target audiences: Public, Owners, Donors, Government and Volunteers. Communities will leave the workshop with a comprehensive communication strategy for each audience that is ready to implement.
- **Transformation Strategy Update & Strategic Planning** – Master Level communities can request the development of new technical assistance opportunities to help meet the unique challenges that arise with increasingly sophisticated downtown revitalization efforts.

The Day Tripper Tourism and Residential Development Transformation Strategy developed from data collected in 2017. Staff recommends revising the Transformation Strategy to reflect the current needs of the DDA district such as Design and Economic Vitality.

Motions to Consider:

Apply for the Transformation Strategy Update & Strategic Planning service for the annual Main Street Technical Assistance Service.

Apply for the Strategic Planning Service as the second choice for the Main Street Technical Assistance Service.

Attachment:

Technical Assistance Services & Service Request Form – Pages 29-33

OMS Transformation Strategy 2018 Development Plan – Page 34



TECHNICAL ASSISTANCE SERVICES

Description

The Michigan Main Street program is a technical assistance program designed to assist communities interested in revitalizing and preserving their traditional downtown or commercial district. The program exists to develop main street districts that attract both residents and businesses, promote commercial investment, and spur economic growth.

The Main Street program provides technical assistance services and trainings in a variety of downtown and district revitalization areas. Technical assistance services are provided at two levels: Select and Master. Each level is designed to assist the community in tackling increasingly sophisticated downtown revitalization efforts. Services are customized to

each community and performed in each community. Services are facilitated by experts from the National Main Street Center (NMSC), Michigan Economic Development Corporation (MEDC) and other consultants with specialized expertise.

Michigan Main Street Suite of Services

MASTER LEVEL SERVICES

The Master Level is the most prestigious of the levels of the Michigan Main Street program and is available to communities only after they have successfully completed five years in the Select Level program and achieved National Main Street Accreditation. The intent of the Master Level is to continue assisting communities that have successfully integrated a full Main Street program into their community. MMS continues to develop sophisticated technical assistance to assist communities at the Master Level.

Select Level Services

Master Level communities can choose from the Select Level technical assistance offerings:

- **Asset Mapping** - This service is a 2-hour workshop in which the community completes an exercise of identifying key assets, development opportunities and challenges to the success of district revitalization efforts. It also provides an analysis of existing business clusters. The intent of the service is to identify possible programming to help the community further implement its transformation strategy.
- **Branding Service** - This service consists of a 3-day site visit with a series of focus group meetings, consultant work time and a summary presentation that provides a community with a comprehensive Brand Package that includes a Downtown Destination Brand/Logo, Main Street Organization Brand/Logo, font types, color scheme, logos for all Main Street Events and/or initiatives, and ideas for marketing and advertising collateral.
- **Business Recruitment Primer** - This service consists of a 2-hour virtual meeting and a series of 3 virtual check-ins prepare the community for a recruitment test service through providing resources and action items the community will need to implement to be successful in identifying available properties, marketing the community, and recruiting new businesses.
- **Business Recruitment Challenge** - This service is meant to take place following the Business Recruitment Primer Service. It consists of three virtual recruitment test prep sessions and a 1-day

site visit in the community to provide training and services designed to help communities develop and enhance business expansion and recruitment efforts. Communities will be provided an analysis of market data and will conduct a top business prospects survey to determine the types of businesses that have the potential to succeed. Communities will also develop business recruitment materials in preparation for the on-site visit. The on-site visit will be highlighted by a real “test” of the community’s business recruitment strategy and process. The consultant will play the role of “prospect.” A local recruitment team in each community will be responsible for recruiting the mock prospect, extending the invitation, conducting the recruiting visit, etc. Following the community’s recruitment effort, the consulting team will deliver a critique with specific example and recommendations for improvements that could enhance the community’s prospects for recruitment success.

- **Fund Development Plan Service** – This service is a 1-day site visit that will examine an organization’s current financial status and provide recommendations for improvement in topic areas including: financial health and sustainability, accounting systems, budgeting and financial planning, and financial assets and access to capital.
- **Main 5 Communication Plan** - This service is a 3-hour workshop in which the community will work with a facilitator to develop details, goals, and actions for each of the five major Main Street organization target audiences: Public, Owners, Donors, Government and Volunteers. Communities will leave the workshop with a comprehensive communication strategy for each audience that is ready to implement.
- **Property Development Primer** - This service will help the local Main Street Director build capacity related to the real estate development process through a series of one-on-one coaching sessions. This service also includes a facilitated property owners’ education session to raise awareness about building rehabilitation, potential redevelopment incentives and tools, and to address general questions related to redevelopment. Property owners will also have the opportunity to show their buildings to get a rough idea of their building potential and associated project costs and scope. Last, this service allows the local Main Street Organization to work with a small number of those property owners to develop a basic proforma for their redevelopment project which can be used to further explore incentives and financing.
- **Strategic Planning Service** – This service consists of facilitated focus group meetings and a 4-hour meeting with board members and committee chairs to develop and discuss priorities for the organization. Through this process, the Main Street Organization will also produce a 3–5-year list of projects and programming that will help the organization meet the outlined priorities.

Additional Master Level Services

Master Level communities can also choose from the following additional technical assistance offerings based on the unique needs of the community annually:

- **Downtown Futures Service** - The Downtown Futures service is a new Michigan Main Street Program service designed for communities and organizations that have demonstrated success and are contemplating the scope and nature of future change in their downtown and traditional neighborhood commercial districts. The process and its resulting products provide a solid foundation upon which to think, plan and act for the future in a way that will preserve, celebrate and leverage the assets and special features that make Downtown a special place. A pro-active planning approach is used to apply sound market principles, community engagement practices and creative thinking to guide future development, redevelopment, and downtown enhancement initiatives. The service consists of 2 virtual meetings as well as the deployment of a community survey to prepare for the 3-day on-site design series which consists of focus group

meetings and team work sessions that will culminate in design recommendations that can help guide future development within the community's Main Street area.

- **Entrepreneurial Ecosystem Service** - Entrepreneurial Ecosystems align a variety of public and private efforts, networks, and other factors to foster an environment that supports inclusive, local entrepreneurship. This service will provide a community with an evaluation of their existing ecosystem as it relates to the critical factors in developing and supporting strong entrepreneurship. In addition, the community will be provided with an in-depth feasibility study or analysis related to implementing one key initiative or recommendation that is a result of their entrepreneurial ecosystem evaluation. The service consists of the deployment of a survey of local entrepreneurs, utilizing the entrepreneurial ecosystem audit tool, and 6 focus group meetings that can be done virtually or on-site, and a 7th meeting that will provide the community with a summary of recommendations for building a strong entrepreneurial ecosystem.
- **Retail Merchandising** – This service will provide direct technical assistance to up to 6 local retail business owners through on-site one-on-one consultations to prepare and educate them on retail merchandising topics including interior design and layout, lighting, signage, and display and visual merchandising. All businesses who sign up for a consultation must attend the 75-minute presentation covering retail merchandising basics.
- **Storyville Social Storytelling Blitz** – Building off from the previous Storytelling Service from Phil Eich of Storyville Social, the Storytelling Blitz is a two-day service in which Phil would conduct interviews and collect photos from approximately 20 business owners or stakeholders within your community and provide short stories and photo content for each business or stakeholder interviewed. The content could then be used for a robust social media campaign as well as content for your downtown website and other promotional materials.
- **Additional Technical Assistance Opportunities** – Master Level communities can request the development of new technical assistance opportunities to help meet the unique challenges that arise with increasingly sophisticated downtown revitalization efforts.

Community Eligibility

To be considered for services, eligible local Main Street organizations must apply using the attached application. Applications will be reviewed by MMS staff.

The successful applicant for the Main Street technical assistance services will demonstrate the following:

- A. Is an active Master Level Main Street community in good standing with the program agreement and not implementing a remediation plan.
- B. The local Main Street organization must actively participate in the consultation process, including assigning a local team (including the director, board members and committee members) that will participate and lead the implementation of the service at the local level, scheduling focus group meetings and actively promoting meetings, providing data requested by consultant and potentially conducting surveys within the MSA.
- C. Relevant electronic materials that will inform the technical assistance service consultant or process must be immediately available and organized into clearly labeled files.

- D. The local Main Street organization must commit to covering any extra costs due to missing deadlines at the local level, costs related to workshops or presentations (such as beverages and food), publicity (flyers, brochures, posters and public notices in the newspaper), etc.
- E. The local Main Street organization will actively work to educate and inform property and business owners, city council and staff, other district stakeholders, and the broader community on the benefits of the technical assistance service process through such measures as public presentations/workshops, informational brochures/handouts, press releases on key steps in the process, etc.
- F. The local Main Street organization can demonstrate that they have resources and capacity to successfully utilize the technical assistance service resources provided to fully implement the plans and incorporate materials into subsequent workplans at the committee level.

Preliminary Schedule for Main Street Technical Assistance Services

Deadline for request forms: Friday, December 15, 2023, by 4:00pm

- Email application to [REDACTED]
- Evaluation and selection of community. MMS staff will review applications and select communities to receive technical assistance services for FY 23-24 by the week of January 8, 2023.

Once the local Main Street organization has been selected to receive the service, the MMSC will work with the local Main Street program to outline a more detailed timeline for the technical assistance service process. For preliminary planning purposes, the MMSC anticipates the following timeline:

Submission of associated materials

- To be eligible for the technical assistance service, relevant electronic materials, organized into clearly labeled files, must be immediately available. (Do not send these files to MMS; please hold for the service consultant.) Materials must be ready and available in an electronic format for delivery to the service consultant.

Pre-Service Virtual Meeting with Local Main Street Organization Team

- The service consultant will conduct a pre-service meeting virtually to discuss goals and objectives for the service as well as provide a detailed explanation of the technical assistance service process. The local team will be left with action items to complete prior to the date of service.

Technical Assistance Service Process completed by consultant (virtually or on-site)

Finalization of Main Street technical assistance service report/materials

Delivery of the technical assistance service report/materials to the community

Implementation of technical assistance service report/materials by the community through integration into local work plans at the committee level

TECHNICAL ASSISTANCE SERVICE REQUEST FORM

Please answer the questions on this request form accurately and to the best of your ability. ***Please email completed application to [REDACTED] by 4:00 PM on Friday, December 15, 2023.***

NOTE: To be eligible for the technical assistance services, community must meet eligibility criteria stated above.

Community Information

- 1) Name of Local Main Street Organization:
- 2) Primary Contact:
 - Phone:
 - Email:
- 3) Composition of Local Technical Assistance Team (indicate affiliation with local Main Street organization: director, board, volunteer, committee, etc.):

Technical Assistance Service Information

**Please note, we are asking your organization to list two potential technical assistance services but will only be providing one service to the organization. We want to gather information about your organization's priorities and needs in the coming year.*

- 4) In order of priority, list two technical assistance services that would best meet the organization's current needs:
- 5) What is the biggest reason your organization is prioritizing these technical assistance services? Describe the benefits of the technical assistance services to your organization.
- 6) Explain how the technical assistance service resources/materials will assist the local Main Street Organization with the implementation of the organization's transformation strategy to further the goals and measures of success for the district.
- 7) Provide an outline of a work plan for the implementation of the technical assistance services and how they would be incorporated into one of the organization's Committees for implementation.
- 8) What other Technical Assistance Services have you been provided in the past 3 years and what actions have been taken locally to implement the service?
- 9) When is the ideal time of the year for your community to go through the technical assistance service?

Owosso Main Street – Day Tripper Tourism and Residential Development Transformation Strategy Development Plan

Desired Future State: *Downtown Owosso is widely known for its enthusiastic, welcoming culture that invites and embraces businesses, residents and visitors alike, showcasing a green and thriving environment of beautiful, walkable boulevards and authentic, unique attractions, residential, shopping, and dining experiences; the small town-downtown with appeal!*

Overarching Goals	Measures of Success	Possible Projects/Activities
Support a regulatory environment that demonstrates a commitment to the development of businesses, housing and community organizations in Downtown Owosso.	<ul style="list-style-type: none"> a. Increase in # of available residential units b. # of new businesses c. Increase in approved façade grant applications d. Increase in building renovation and/or restoration e. Increase in Main Street Volunteerism of City Staff and other community organizations Active involvement of city in the Redevelopment Ready Community initiative f. Evidence of improved internal communication between City Departments (including Main Street) and other community organizations 	<ul style="list-style-type: none"> • Expand outreach and education of façade grant opportunities • Conduct customer service surveys of property owners, businesses and organizations • With the city, define Main Street’s role in the RRC initiative; plan and deploy activities accordingly
Create and demonstrate a welcoming culture of hospitality for the visitors, businesses, and residents of Downtown Owosso.	<ul style="list-style-type: none"> a. # of new businesses b. Increase in # of available residential units c. Increase in gross sales; daily, monthly, annually d. Increase in online digital outreach and connections e. Increase in social media “check-ins” f. Increase in real estate sales/development activity 	<ul style="list-style-type: none"> • Conduct a “dot” survey • Develop a mobile app featuring Downtown Owosso attractions/ businesses (possible fundraiser through ad sales) • Create and deploy a “Welcome” packet and/or goodie basket for new arrivals • Create and deploy a public relations media content calendar
Expand and sustain a model of “coopetition” among Downtown Owosso businesses, organizations and attractions.	<ul style="list-style-type: none"> a. Evidence of cross-business referrals and promotion b. Increase in collaborative, promotional strategies c. Increase in networks and networking events d. # of new businesses e. Increase in collaboration and improved communication between Main Street, City Depts. and other community organizations 	<ul style="list-style-type: none"> • Owosso “chips” that travel from business to business to track referrals • Create or support creation of day-tripper attraction packages • Sample the City event • Engage business owners in defining “coopetition” and how to measure • Survey business owners about needs/gaps • Act as resource for businesses in development/strengthening of networks/network opportunities.



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

MEMORANDUM

DATE: December 6, 2023

TO: Owosso Main Street/Downtown Development Authority

FROM: Lizzie Fredrick, OMS/DDA Executive Director

SUBJECT: OMS Committee Meeting Schedule

The Main Street program includes four Committees that require two or more members. Staff seeks each Board Member's committee selection and assistance with creating a monthly recurring OMS/DDA Committee Meeting Schedule.

The Organization Committee recommends holding meetings during the day on Tuesday, Wednesday or Thursday at City Hall to maximize Staff time and minimize rescheduling.

The OMS Flow Chart with brief descriptions of the Committees has been attached. You can also find more information on the four committees at: downtownowosso.org/get-involved

OMS/DDA BYLAWS ARTICLE I: PURPOSES

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.

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 37

OWSSO MAIN STREET

**Downtown Development Authority
& Executive Director**

**Promotion
&
Organization
Committees**

**Design
&
Economic
Vitality
Committees**

**Marketing,
Branding,
Storytelling,
Event Planning
& Logistical
Management**

**Communications,
Volunteer
Recruitment &
Retention,
Fundraising**

DDA Board Members

Jon Moore
Lance Omer
Bill Gilbert
Allie McGuire
Rob Teich
Emily Olson
Nicole Reyna
Josh Ardelean
Daylen Howard

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

**Small Biz &
Entrepreneurship
Development,
Financing,
Real Estate
Development**

**STRATEGIC
ACTIVITIES**

**STRATEGIC
ACTIVITIES**

**STRATEGIC
ACTIVITIES**

**STRATEGIC
ACTIVITIES**

Chair

Chair

Chair

Chair

Committee Members

Committee Members

Committee Members

Thomas Ainsworth
Doug Perterson
Lorraine Weckwert

Committee Members

Sub-Committees/Work Plans:

Marketing & Advertising
Storytelling
Events
Social District
Biz of the Month

Sub-Committees/Work Plans:

Website
Monthly Newsletters
Volunteer Program
Sponsor Guide

Sub-Committees/Work Plans:

Streetscape
Wayfinding
Placemaking
Beautification
Historic Preservation

Sub-Committees/Work Plans:

Revolving Loan Fund
Grants
Electric Vehicle Stations
Business Meetups
Business Education

MINUTES

OMS ORGANIZATION COMMITTEE

REGULAR MEETING

Monday, October 16, 2023, 2:00 p.m.

Foster Coffee Company; 115 S Washington 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 2:15 p.m.

Present: J. Moore, D. Howard

Absent: B. Gilbert

Staff: L. Fredrick

FY23-24 Budget

Committee discussed what type of expenditures would be covered by the Organization Budget such as volunteer recognition.

Fredrick reviewed program accounts that the DDA currently uses including Google Drive, Trello, Notion, Mail Chimp and Survey Monkey.

Committee discussed exporting the existing Volunteer Database from Notion and using a Google Doc version that can be accessed on Trello.

Fredrick recommended upgrading from the free Mail Chimp account to a \$20.00 a month package that will allow access for additional users for volunteer recruitment and communications.

DDA/OMS Bylaws

Committee discussed amending the DDA Bylaws including the Board appointment process and attendance requirements.

Moore and Howard recommended amending the Bylaws to specify that the DDA Chair and Executive Director are to provide a recommendation to the Mayor for Board Member appointments.

Fredrick confirmed she will provide three examples of DDA Bylaws from other communities for the Committee to review.

Director Updates:

None.

Committee Comments:

None.

Next Meeting:

Monday, November 13th at 2:00 p.m. at Foster Coffee Company; 115 S Washington St, Owosso, MI.

MINUTES

OMS ORGANIZATION COMMITTEE

REGULAR MEETING

Monday, November 13, 2023, 2:00 p.m.

Foster Coffee Company; 115 S Washington Street



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 2:00 p.m.

Present: D. Howard, B. Gilbert, E. Olson

Absent: J. Moore

Staff: L. Fredrick

Annual Main Street Technical Service

Committee reviewed the annual Michigan Main Street Technical Services and selected two choices to recommend to the Board at the December meeting.

- **Strategic Planning Service** – This service consists of facilitated focus group meetings and a 4-hour meeting with board members and committee chairs to develop and discuss priorities for the organization. Through this process, the Main Street Organization will also produce a 3–5-year list of projects and programming that will help the organization meet the outlined priorities.
- **Main 5 Communication Plan** - This service is a 3-hour workshop in which the community will work with a facilitator to develop details, goals, and actions for each of the five major Main Street organization target audiences: Public, Owners, Donors, Government and Volunteers. Communities will leave the workshop with a comprehensive communication strategy for each audience that is ready to implement.

Board Member Onboarding

Committee discussed scheduling the Board Retreat in January in Owosso and 3 or 4 Community Visits to other cities with a requirement that each Board Member attend 1 visit annually.

Fredrick confirmed that she will bring each Board Member a binder at the December Board Meeting, which the Board will bring to each meeting for updated resources.

Director Updates:

Fredrick provided updates on the Board Member vacancy and the Design, Promotions and Economic Vitality Committees.

Committee Comments:

None.

Next Meeting:

Date and time to be determined at City Hall, 301 W. Main Street.