

AGENDA

OWOSSO MAIN STREET/DDA

REGULAR BOARD MEETING

Wednesday, March 2, 2022 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.

7:30 to 7:45

Call to order and roll call:

Review and approval of agenda: March 2, 2022

Review and approval of minutes: February 9, 2022

Public Comments:

7:45 to 8:25

Items of Business:

- 1) Check Register.....(Resolution)
- 2) Budget Report.....(Discussion)
- 3) Credit Card Reconciliation.....(Discussion)
- 4) ShiaCash Reports.....(Discussion)
- 5) ChargePoint Reports.....(Discussion)
- 6) Board Retreat Report.....(Discussion)
- 7) Chairman Lights.....(Discussion)
- 8) 2022/23 Adopted Budget.....(Resolution)

Committee Updates

- 1) Design
Streetscape and Beautification
Electric vehicle charging stations
- 2) Promotion
Chocolate Walk
St. Patty’s Day
- 3) Outreach
- 4) Economic Vitality
RLF
Small Business Meetups
Optimize Main Street
Match on Main
R2R

**Board Continuing Education/Information: Downtown Tourism Itineraries 3/8/22
Main Street Now Conference 5/16-18/22**

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.]

MINUTES
REGULAR MEETING OF THE
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OWOSSO
FEBRUARY 9, 2022, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Vice-Chairman Brianna Carroll at 7:35 A.M.

ROLL CALL: Taken by Recording Secretary Debbie Hebert

MEMBERS PRESENT: Vice-Chairman Brianna Carroll, Commissioners: Dave Acton, Josh Ardelean, Bill Gilbert, Sue Osika and Melissa Wheeler.

MEMBERS ABSENT: Chairman Jon Moore, Kenneth Cushman, Lance Omer

OTHERS PRESENT: Beth Kuiper, Director

AGENDA: IT WAS MOVED BY AUTHORITY MEMBER OSIKA AND SUPPORTED BY AUTHORITY MEMBER ARDELEAN TO APPROVE THE AGENDA AS PRESENTED.

AYES: ALL. MOTION CARRIED.

MINUTES: IT WAS MOVED BY AUTHORITY MEMBER OSIKA AND SUPPORTED BY AUTHORITY MEMBER ARDELEAN TO APPROVE THE MINUTES FOR THE REGULAR MEETING HELD JANUARY 5, 2022.

AYES: ALL, MOTION CARRIED.

MINUTES: THE SPECIAL MEETING HELD JANUARY 7, 2022 WAS CANCELLED DUE OT LACK OF A QUORUM. THE NOTES TAKEN WERE OFFERED AS A REVIEW FOR THE BOARD. NO MOTION WAS REQUIRED.

PUBLIC COMMENTS: None

ITEMS OF BUSINESS:

1) CHECK REGISTER: JANUARY 2022 – Osika suggested that the contract with Paul Mezo, CGIP for the work he is doing with the Streetscape Committee be shared and approved by the board. A copy of the contract will be provided for board review. Steven Teich reimbursement is for designing historic decals to be placed in storefront windows.

IT WAS MOVED BY AUTHORITY MEMBER ARDELEAN, SUPPORTED BY AUTHORITY MEMBER OSIKA TO APPROVE THE CHECK REGISTER FOR JANUARY 2022 AS PRESENTED.

AYES: ALL. MOTION CARRIED.

2) BUDGET REPORT – Budget is balanced. Glo Committee expenses appeared higher than the previous years. Assistance from other vendors for maintenance may be utilized in the future.

3) CREDIT CARD RECONCILLIATION – The credit card has a \$200 credit balance. Beth is in the process of being added to the account.

4) SHIACASH REPORT – Additional business owners have signed participation agreements in the ShiaCash Program. A concern was stated that a promotion was not done announcing the new businesses added to the program. That point lead to a discussion of changes in marketing strategies for the Owosso DDA/Mainstreet. The board will review the website of Owosso DDA/Mainstreet and offer suggestions for additions/deletions. Changes will be made as needed, such as, eliminating the online shopping option.

An arrangement with AZee Business Solutions will be brought before the board for consideration of a marketing package.

5) CHARGEPOINT REPORT– Director Beth Kuiper reported that she is working with ChargePoint to resolve current issues. ChargePoint is understaffed and unable to meet the needs of its customers. Service response is slow. The south side charger is active but not charging the fee to the customer. The north side charge requires a repair. Authority Member Gilbert advised that the warranty should not begin until the chargers are completely functioning. A request for a reimbursement from ChargePoint for the reimbursement of the \$37.00 revenue lost will be submitted.

6) BOARD MEMBER TRAINING – Vice Chairman Carroll shared a suggestion of having an annual Board Member Survey asking members how satisfied they are by their current role on the board. Members were cautioned to have a critical eye ensuring that functions/events align with the board's goals and objectives. Consider hosting events every other year with a focus on volunteer recruitment, as an example. A draft Responsibility Agreement was presented to the board.

7) 2022/2023 BUDGET – Discussion rather than Resolution: Finance committee will investigate a \$20,000 shortfall of TIFF revenue. Training will be provided to board members and events chairmen to utilize the Notion App to assist in budgeting their work plans. Proposed budget worksheets are to be submitted to City Manager by March 7, 2022.

8) FOOD TRUCK ORDINANCE – It was noted that policies will be added to address issues as they arise.

IT WAS MOVED BY AUTHORITY MEMBER ARDELEAN, SUPPORTED BY AUTHORITY MEMBER OSIKA TO SUPPORT THE FOOD TRUCK ORDINANCE TO GO ON TO THE PLANNING COMMISSION.

AYES: ALL. MOTION CARRIED.

COMMITTEE UPDATES:

1) Design and Business Vitality –

New lighting is being considered. However, the lights used on the Riverwalk project would be an approximate cost of 1 million dollars.

Maintenance projects may be shifted to an outside contractor rather than Department of Public Works to help with controlling costs.

Woodard Place project will begin to repair any broken furniture, lighting, security cameras and a possible mural with a 50% reimbursement of costs from MEDC using Patronicity.

2) Promotion –

150 Tickets have been sold for Chocolate Walk. A total of 22 businesses are participating. The map is currently being created.

3) Outreach – No updates. Beth Kuiper is currently building this committee.

4) Economic Vitality –

Revolving Loan Fund – Addressing the length of time needed to process the loan after approved more thorough with a timeframe provided. Processing fees will be charged to the applicant. There is an approximate balance in the fund of \$375,000. The desire threshold is to not go under \$250,000.

Small Business Meetups and Match on Main - Networking to be held at AZee Business Solutions new office at 114 W. Main, Suite 201, a question and answer session for Match on Main Grants will be provided.

R2R – A packet is being developed to provide new business owners.

Optimize Main Street – project being developed by director Beth Kuiper.

Board Continuing Education/Information: As noted in Board Member Training

Director Updates: Updates were provided throughout the meeting.

PUBLIC COMMENTS: None

BOARD COMMENTS: Books and Beans location is in full operation.

ADJOURNMENT: Authority Members left the meeting as follows: Wheeler: 8:30 a.m. and Osika: 8:50 a.m.

IT WAS MOVED BY AUTHORITY MEMBER GILBERT AND SUPPORTED BY AUTHORITY MEMBER ARDELEAN TO ADJOURN AT 8:55 A.M.

AYES: ALL. MOTION CARRIED.

Owosso Main Street
Check Register - By Check Number
February 1 - 22, 2022

Num	Date	Name	Memo	Account	Paid Amount
Debit	02/04/2022	Tribute Store		296-000-101.250 Checking #0657	
			Flowers for Moore Family	296-200-728.000 OPER SUPPLIES	-98.90
TOTAL					-98.90
3418	02/04/2022	City of Owosso		296-000-101.250 Checking #0657	
PR 12/16/21	12/16/2021		Summary PR 12/16/2021	296-200-999.101 MANAGER WAGES	-1,430.77
			Summary PR 12/16/21 FICA	296-200-999.101 MANAGER WAGES	-109.45
PR 12/30/21	12/30/2021		Summary PR 12/30/2021	296-200-999.101 MANAGER WAGES	-1,430.77
			Summary PR 12/30/2021- FICA	296-200-999.101 MANAGER WAGES	-109.45
PR 12/02/21	12/02/2021		Summary PR 12/02/2021	296-200-999.101 MANAGER WAGES	-1,430.77
			Summary PR 12/02/2021 FICA	296-200-999.101 MANAGER WAGES	-109.46
			Summary PR 12/02/2021 Optical Insurance	296-200-999.101 MANAGER WAGES	-4.44
TOTAL					-4,625.11
3419	02/04/2022	City of Owosso		296-000-101.250 Checking #0657	
Loan 00030	01/01/2022		EV Charging Station Loan Principal Payment	EV Charging Station - DDA RLF	-380.06
			EV Charging Station Loan Interest Payment	296-697-828.000-EVSTATION	-72.59
Loan 00030	02/01/2022		EV Charging Station Loan Principal Payment	EV Charging Station - DDA RLF	-381.01
			EV Charging Station Loan Interest Payment	296-697-828.000-EVSTATION	-71.64
TOTAL					-905.30
3420	02/04/2022	City of Owosso		296-000-101.250 Checking #0657	
6223	01/20/2022		Christmas Lights Replaced due to vandalism	296-200-831.000 MAINTENANCE	-497.21
			Gould Law PC/Gould Law PC - Professional Fees	296-200-818.000 CONTRACT SER	-875.00
			Logicalis Inc.- Network Administration Contract Serv	296-200-818.000 CONTRACT SER	-220.50
			DPW Labor	296-200-831.000 MAINTENANCE	-1,565.48
			Equipment Rental	296-200-831.000 MAINTENANCE	-748.55
TOTAL					-3,906.74
3421	02/04/2022	Kelly's Refuse		296-000-101.250 Checking #0657	
01/31/2022	01/29/2022		Monthly Trash Service - Containers	296-200-831.000 MAINTENANCE	-1,000.00
01/31/2021	01/31/2022		Monthly Trash Service - Dumpster	296-200-831.000 MAINTENANCE	-400.00
TOTAL					-1,400.00
3422	02/04/2022	Peterson's Landscaping LLC		296-000-101.250 Checking #0657	
2589	01/20/2022		Remove all Christmas decor and place in the storag	296-697-818.000-CHRISTMAS	-250.00
			Clear Beth office and move contents to storage lock	296-200-831.000 MAINTENANCE	-125.00
TOTAL					-375.00
3423	02/04/2022	Debbie Hebert		296-000-101.250 Checking #0657	
01/05/2022	02/17/2022		Recording Service January 5, 2022	296-200-818.000 CONTRACT SER	-49.00
TOTAL					-49.00
3424	02/18/2022	Deeann M Biondi LLC	January 2022 Services	296-000-101.250 Checking #0657	
2022-03	02/11/2022		10 hours @ \$50.00 Contractor and 3.25 @ \$0.00 Vc	296-200-818.000 CONTRACT SER	-500.00
TOTAL					-500.00
3425	02/18/2022	Paul Mezo, CGIP		296-000-101.250 Checking #0657	
21	02/05/2022		Design Fee - Dev Center	296-697-818.000-STREETSCAPE	-840.00
TOTAL					-840.00

Owosso Main Street
Check Register - By Check Number
 February 1 - 22, 2022

<u>Num</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
3426	02/18/2022	City of Owosso		296-000-101.250 Checking #0657	
6253	02/10/2022		01/13/22 Exec Dir Pay	296-200-999.101 MANAGER WAGES	-1,430.77
			01/27/22 Exec Dir Pay	296-200-999.101 MANAGER WAGES	-1,430.77
			0/13/22 FICA	296-200-999.101 MANAGER WAGES	-109.46
			01/27/22 FICA	296-200-999.101 MANAGER WAGES	-109.46
			Health Insurance	296-200-999.101 MANAGER WAGES	-1,288.49
6251	02/10/2022		Chairman Light Materials	296-200-831.000 MAINTENANCE	-654.24
			Chairman Lights Services	296-200-831.000 MAINTENANCE	-206.85
			Gould Law - Mark Hanna	296-200-818.000 CONTRACT SER	-187.50
6252	02/10/2022		Set the clock 01/18/22	296-200-831.000 MAINTENANCE	-71.72
			NYE 2021	296-696-818.000-NYEPARTY	-362.92
TOTAL					-5,852.18
3427	02/18/2022	Shattuck Specialty Advertising		296-000-101.250 Checking #0657	
10991	02/08/2022		Chocolate Walk 2022	296-696-818.000-DOWNTOWNPROMO	-222.92
TOTAL					-222.92
3430	02/19/2022	Peterson's Landscaping LLC	Labor and topsoild to fill boxes	296-000-101.250 Checking #0657	
2411	11/23/2021		Labor and topsoild to fill boxes	296-200-831.000 MAINTENANCE	-212.82
TOTAL					-212.82

Owosso Main Street
Profit & Loss Budget vs. Actual
July 1, 2021 through February 22, 2022

	Jul 1, '21 - Feb 22, 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
296-000-401.403 GEN PROP TAX	28,461.90	44,000.00	-15,538.10
296-000-401.405 TIF	167,747.60	195,000.00	-27,252.40
296-000-664.664 INTEREST INCOME	1,689.02	2,400.00	-710.98
296-000-671.676 DESIGN INCOME			
296-000-671.676-STREETSCAPE	20,000.00	20,000.00	0.00
296-000-671.676-WAYFINDING	630.00	0.00	630.00
Total 296-000-671.676 DESIGN INCOME	20,630.00	20,000.00	630.00
296-000-671.677 ER INCOME			
296-000-671.677-MATCH ON MAIN	25,000.00	0.00	25,000.00
296-000-671.677-SERVICE	3,525.00	5,000.00	-1,475.00
Total 296-000-671.677 ER INCOME	28,525.00	5,000.00	23,525.00
296-000-671.678 PRO INCOME			
296-000-671.678-DOWNTOWNPROMO	2,450.00	2,000.00	450.00
296-000-671.678-GLOW	8,957.09	6,000.00	2,957.09
296-000-671.678-VINTAGEMOTORCY	3,100.00	3,000.00	100.00
Total 296-000-671.678 PRO INCOME	14,507.09	11,000.00	3,507.09
296-000-671.679 ORG INCOME			
296-000-671.679-BUSSTEWARD	175.00	175.00	0.00
296-000-671.679-COMMDEVELSERVES	4,096.66	4,100.00	-3.34
Total 296-000-671.679 ORG INCOME	4,271.66	4,275.00	-3.34
296-000-695.699 FUND BAL	6,011.90	6,100.00	-88.10
Total Income	271,844.17	287,775.00	-15,930.83
Expense			
DEP 200 GEN SERVICES			
296-200-728.000 OPER SUPPLIES	686.69	2,000.00	-1,313.31
296-200-818.000 CONTRACT SER	11,625.00	14,000.00	-2,375.00
296-200-831.000 MAINTENANCE	48,910.18	40,000.00	8,910.18
296-200-858.000 MEMBER + DUES	300.00	1,000.00	-700.00
296-200-860.000 ED + TRAINING	0.00	2,000.00	-2,000.00
296-200-999.101 MANAGER WAGES	19,279.54	41,285.54	-22,006.00
Total DEP 200 GEN SERVICES	80,801.41	100,285.54	-19,484.13
DEP 695 ORGANIZATION EXPENSES			
296-695-728.000 OPER SUPPLIES	18.00	0.00	18.00
296-695-818.000 ORG WK PLNS			
296-695-818.000-VOLDATA	198.67	240.00	-41.33
296-695-818.000-WEBSITE	5,000.00	4,000.00	1,000.00
Total 296-695-818.000 ORG WK PLNS	5,198.67	4,240.00	958.67
Total DEP 695 ORGANIZATION EXPENSES	5,216.67	4,240.00	976.67

Owosso Main Street
Profit & Loss Budget vs. Actual
July 1, 2021 through February 22, 2022

	<u>Jul 1, '21 - Feb 22, 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>
DEP 696 PROMOTION EXPENSES			
296-696-818.000 PRO WK PLNS			
296-696-818.000-DOWNTOWNPROMO	4,488.81	2,000.00	2,488.81
296-696-818.000-GLOW	9,383.41	6,000.00	3,383.41
296-696-818.000-NYEPARTY	3,481.71	0.00	3,481.71
296-696-818.000-VINTAGEMOTORCY	2,628.02	3,000.00	-371.98
Total 296-696-818.000 PRO WK PLNS	19,981.95	11,000.00	8,981.95
Total DEP 696 PROMOTION EXPENSES	19,981.95	11,000.00	8,981.95
DEP 697 DESIGN EXPENSES			
296-697-818.000 DES WK PLNS			
296-697-818.000-CHRISTMAS	5,643.00	0.00	5,643.00
296-697-818.000-FLOWER PROGRAM			
296-697-818.000-BASKETS	0.00	3,500.00	-3,500.00
296-697-818.000-BED PLANTS	156.18	1,500.00	-1,343.82
Total 296-697-818.000-FLOWER PROGRAM	156.18	5,000.00	-4,843.82
296-697-818.000-STREETSCAPE	36,201.00	55,000.00	-18,799.00
Total 296-697-818.000 DES WK PLNS	42,000.18	60,000.00	-17,999.82
296-697-828.000-EVSTATION	594.85	5,400.00	-4,805.15
DEP 697 DESIGN EXPENSES - Other	0.00	3,000.00	-3,000.00
Total DEP 697 DESIGN EXPENSES	42,595.03	68,400.00	-25,804.97
DEP 698 ER EXPENSES	0.00	1,500.00	-1,500.00
DEP 901 - CAPITAL OUTLAY			
296-901-965.730 CAPITOL BOWL	1,905.31	9,000.00	-7,094.69
Total DEP 901 - CAPITAL OUTLAY	1,905.31	9,000.00	-7,094.69
DEP 966 TRANSFER OUT			
296-966-999.397 SIDEWALK FUND	7,255.56	66,800.00	-59,544.44
Total DEP 966 TRANSFER OUT	7,255.56	66,800.00	-59,544.44
Total Expense	157,755.93	261,225.54	-103,469.61
Net Ordinary Income	114,088.24	26,549.46	87,538.78
Net Income	114,088.24	26,549.46	87,538.78

12:51 PM

02/22/22

Owosso Main Street
Reconciliation Detail
296-000-202.100 Credit Card, Period Ending 02/14/2022

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Clr</u>	<u>Amount</u>	<u>Balance</u>
Beginning Balance						-124.17
Cleared Transactions						
Charges and Cash Advances - 2 items						
Credit Card Charge	01/20/2022		Google	X	-9.99	-9.99
Credit Card Charge	02/14/2022		Notion Labs	X	-30.00	-39.99
Total Charges and Cash Advances					<u>-39.99</u>	<u>-39.99</u>
Total Cleared Transactions					<u>-39.99</u>	<u>-39.99</u>
Cleared Balance					<u>39.99</u>	<u>-84.18</u>
Register Balance as of 02/14/2022					<u>39.99</u>	<u>-84.18</u>
Ending Balance					<u>39.99</u>	<u>-84.18</u>

CHANGE PASSWORD

home / dashboard

HELP PORTAL

GIFTING

Send Gifts Now

ACTIVITY

View Orders

Process Payments

Orders to Approve

REPORTING

Dashboard

Merchant Redemptions

Payment History

Data Export

PROMOTIONS

Fundraising

BOGO

Discounts

ADMINISTRATION

My Organization Profile

Cert Templates

Cert Denominations

Manage Users

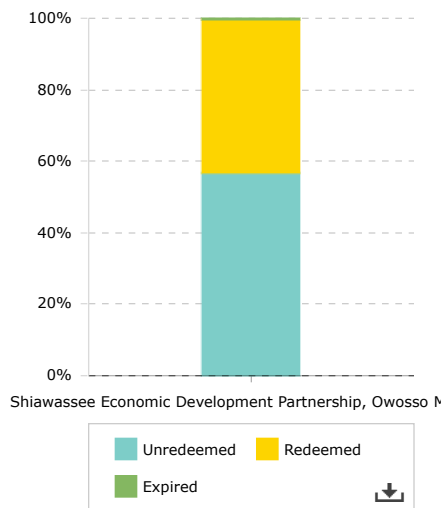
Manage Merchants

Manage Ads

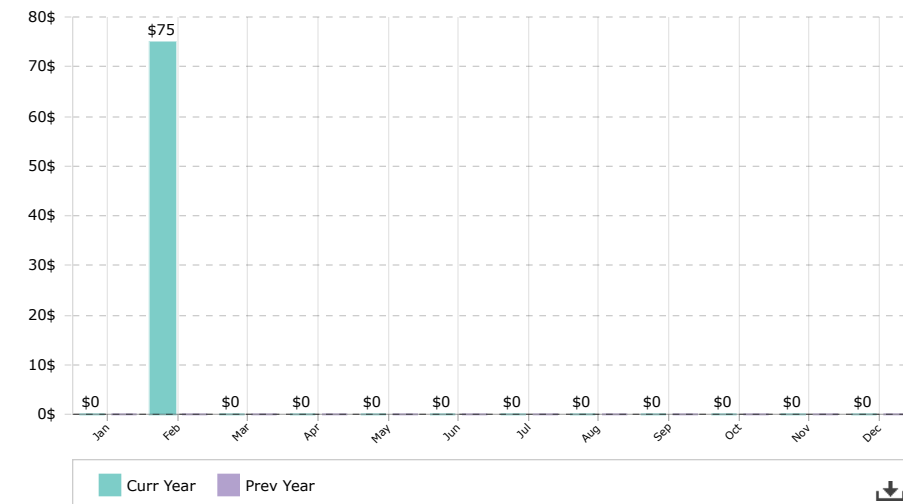
	Issued	Redeemed	Purchasers	Recipients
Total	\$71,595	\$30,630	155	162
YTD	\$75	\$2,940	1	1
In Circulation	\$40,665	Payments Owed		
		\$418.60		

Start Date Issued: 01/01/2022 End Date Issued: 12/31/2022 SEARCH

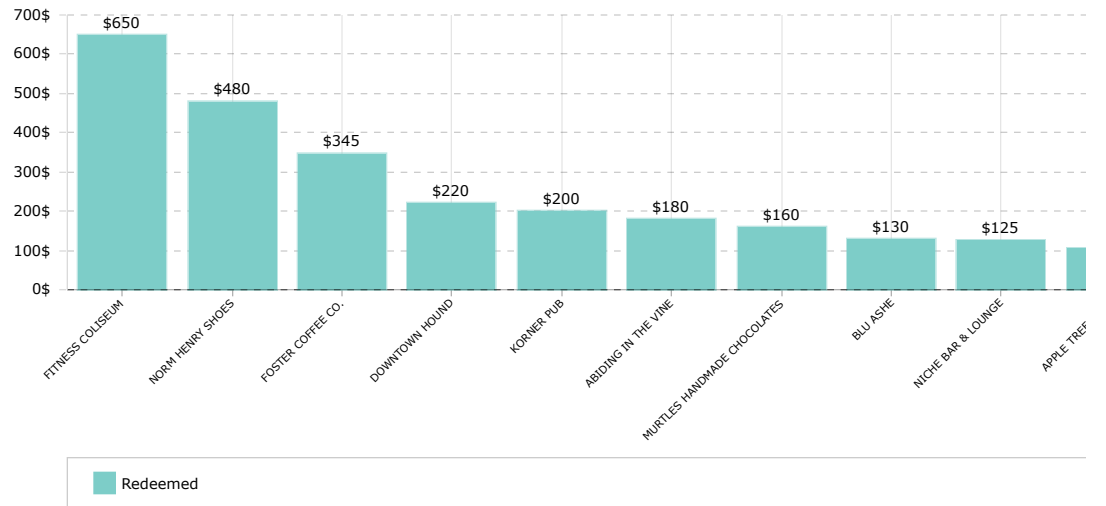
Total Currency Circulation



Currency Issued By Month



Top 10 Merchant Redemptions





Hello Beth
Logout

Select
1 Organization

Dashboard Stations Drivers Reports Manage Energy Fleets Organizations

Analytics | Reservations | **Financial** | Audit Trail | Logs | Alarms

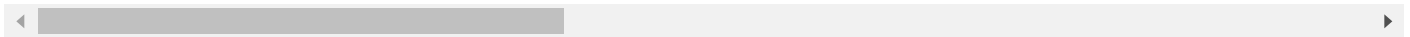
Organization Statement Activation Employee Benefit

Summary Report | **Detailed Report**

--Export-- 

Show/Hide Columns Showing 1 to 2 of 2 entries

Org Name	Remittance ID	Station Name	MAC Address	Pricing Rule Name	Transaction Type	Reason	
Owosso Main Street	ORG141801FB01	MAIN ST PLAZA / MAIN ST PLAZA 2	0024:B100:0001:1FEF	Main St. Plaza North [v1]	Session		11!
Owosso Main Street	ORG141801FB01	MAIN ST PLAZA / MAIN ST PLAZA 2	0024:B100:0001:1FEF	Main St. Plaza North [v1]	Session		11!



Filter

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Owosso Main Street/DDA
Board Retreat Report
Wednesday, January 26, 2022
7:00 p.m. @ Foster Coffee
115 S. Washington Street
Owosso, MI 48867

BACKGROUND

On January 26, 2022, the Owosso Main Street/DDA (OMS) board held a Board Retreat in preparation for the 2022/23 programming year. The strategic planning process is used to assist with budget prioritization, strategic planning, and to further focus the direction of the OMS Program.

The Board of Directors gathered together to discuss the future direction of the program and to set the goals and objectives for the Owosso Main Street/DDA organization & committees. Under the Main Street model, communities take a four-point approach to create day-trip destinations and upper-floor residential living in a comprehensive way. The four points are Organization, Design, Economic Vitality, and Promotions. These points are meant to work together to create a healthy and attractive downtown with an engaged population, being served by a number of diverse businesses. This four-point approach is implemented through OMS' two committees: the Promotion & Outreach Committee; and the Design & Business Vitality Committee (each with their own sub-committees and task teams). The goal for 2022/23 is to separate the two committees back to the traditional four-points approach ease of workplans, project scope, and financial reporting.

PROGRAM STRUCTURE

OMS is a volunteer-driven organization. While there is a paid employee in the form of an Executive Director, this employee is there to help guide the efforts of the board and program volunteers.

To give the committees direction, the OMS Board of Directors sets goals and objectives allowing each committee to work towards those goals through the lens of their committee's skill set. Under each goal, committees create specific projects to help achieve their objectives. These projects should have specific tasks, goals and a means to measure success.

Once projects are determined by committee members under board goals and objectives, it is up to the committees to create a work plan for each project. Work plans should include all steps necessary to complete the plan, including a start and finish time for each task, as well as a budget, and the person assigned to complete each task. One person should act as the chair for each project, taking the lead to make sure that the work plan is completed. Individual volunteers should be assigned to complete the individual tasks.

Once a work plan is completed, it is compiled with the other proposed project work plans to help determine an overall program budget. It is up to the board to either approve or deny a project and work plan, based on how the proposed project is slated to meet the board's objectives and how the work plan is laid out. Once a project is approved, the committee has the authority to carry out the tasks and complete the project without board interference.

MISSION STATEMENT

The board reviewed the mission statement developed for the organization during the 2022/23 board retreat:

“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 future movement and upward growth through economic initiatives that welcome the daytrip visitor and downtown resident.”

The board agreed that this mission statement fits the values of the organization, however as a fluid community component, it will be revised to better represent the 2022/23 year.

VISION STATEMENT

The board reviewed the vision statement developed for the organization during the 2015/2016 board retreat and modified with the following for 2022/23:

“Our downtown, bright with promise and potential, captures the spirit of community. It is a gathering place to work, eat, play, and stay. Downtown Owosso is rich with opportunities in art, entertainment, business, and learning. Owosso Main Street unites individuals, businesses, and local government to energize our historic downtown. It is an innovative approach that focuses on community assets and partnerships to preserve the significance of downtown Owosso.”

The board agreed that this vision statement still fits the path the organization is planning, and will remain for the 2020/2021 year.

TRANSFORMATION STRATEGIES

In 2017, OMS worked with the National and Michigan Main Street Centers to develop new transformation strategies for our downtown. Using market data, community input, and reviewing all our community assets, the board of directors approved two transformation strategies for the downtown. They are as follows:

- Day Trip Destination
- Increase Upper-Floor Residential Development/Density

For a deeper dive into OMS' Transformation Strategy Development please review the National Main Street Center's powerpoint presentation and OMS' Transformation Strategy write-up.

TAGLINE

During our 2018 Rebranding Services provided by the Michigan Main Street Center and the MEDC, OMS received a new brand logo, brand strategy, brand statement, and community tagline. The new Downtown Owosso tagline is: “Gather Around”

With OMS/DDA Board transition and creative movement of downtown, a new tagline is being deliberated. Some ideas are:

Downtown Owosso: Learn our story, create your own
Downtown Owosso: History and Hope
Downtown Owosso: Building on History
Downtown Owosso: Ready to Rise
Downtown Owosso: Progress and History
Downtown Owosso: Micropolitan of the Midwest

For all rebranding information please review the Rebranding Report and/or YouTube presentation provided by Arnett-Muldrow.

BOARD OF DIRECTORS SELF-ASSESSMENT

This year the Board of Directors agreed that the largest desire for improvement had remained the same since 2019/2020. The Covid-19 pandemic created an unforeseen and stagnant approach while attempting to create community support through programming and resources that were no longer available. This has led to an even larger demand for the Board to focus on self-assessment.

An Owosso Main Street/Downtown District Authority contract was provided for review at the 2022 February Board meeting and still under review.

During the Board Retreat members then had an open discussion, sharing their notes with one another. After much discussion, the Board determined that two board-level initiatives should take place over the next year. They are as follows:

1. Develop a comprehensive volunteer recruitment & retention strategy that increases the capacity of the overall program; and
2. Develop a fund generation structure/program (in addition to DDA & TIF funding) that secures adequate financial resources for building program capacity.

The board agreed to form new sub-committees around this effort to ensure completion of these initiatives.

2019/20 GOALS, OBJECTIVES, & RESULTS

During 2019 Strategic Planning with the Michigan Main Street Center, the Board of Directors developed a new set of goals and objectives. Each goal and objective, and their 2019/2020 reported results are located in the table below:

NOTE: These objectives are still in-process

<u>2019-2020 GOAL & OBJECTIVE EVALUATION</u>	
<u>Goal 1: CULTIVATE AN ENVIRONMENT THAT DEMONSTRATES A COMMITMENT TO THE DEVELOPMENT OF BUSINESSES, HOUSING AND COMMUNITY ORGANIZATIONS IN DOWNTOWN OWOSSO.</u>	
Objective	Result
Increase in # of available residential units.	3 residential units restored in 2019 (without any local support); However, as a result of OMS/DDA's new oversight of the City's Revolving Loan Fund - up to 17 new residential units are in the pipeline for development over the next 3-years - using revolving loan funding.
Increase the # of new businesses.	Downtown saw 4 new business join the district in 2019, however the district saw the loss of 7 businesses.
Increase in approved façade grant applications.	3 Façade Restorations were completed in 2019 using MEDC/CDGB Façade Grant funds, resulting in a total investment of over \$600,000.00.
Increase in building renovation and/or restoration	Over \$800,000.00 in investment within the OMS/DDA district, much of it influenced by the façade grant.

Increase in Main Street Volunteerism of City Staff and other community organizations	Our program has been able to maintain all of our gains in volunteerism that were accomplished last year. In addition, we have gained new volunteer relationships with one additional non-profit & one new church.
Active involvement of City in the Redevelopment Ready Community Program	OMS/DDA Executive Director is on the City's RRC development team along with the City Manager.
Evidence of improved internal communication between City Departments (including Main Street) and other community organizations	While there are still gaps in communication OMS/DDA has achieved substantial improvements between City Departments. Due mainly to the efforts & inclusivity the City Manager provides.
Goal 2: CREATE AND DEMONSTRATE A WELCOMING CULTURE OF HOSPITALITY FOR THE VISITORS, BUSINESSES, AND RESIDENTS OF DOWNTOWN OWOSSO	
Objective	Result
Increase training and educational opportunities to existing small businesses.	As a result of the new Match on Main Programming and a revitalized collaboration between OMS/DDA and the SBDC, over 9 downtown businesses have participated in business planning development and other trainings with the SBDC.
Increase in # of available residential units.	3 residential units restored in 2019 w/ an additional 17 in the works as a result the the RLF program.
Increase in gross sales; daily, monthly, annually	Sales amongst downtown businesses varied; overall sales reported slightly lower than year's past. OMS/DDA formed the Retail Event Committee in 2019 to help encourage/develop a "Event-based" retail model to boost future sales.
Increase in online digital outreach and connections	OMS/DDA worked with a local web developer in 2019 to create an online store for all downtown businesses. We are confident that this site will drastically increase our district's outreach. The site will go live in early 2020
Increase in real-estate sales/ development activity	8 downtown buildings were sold in 2019 for a grand total of \$1,424,945.00
Goal 3: EXPAND AND SUSTAIN A MODEL OF "COOPETITION" AMONG DOWNTOWN OWOSSO BUSINESSES, ORGANIZATIONS AND ATTRACTIONS.	
Objective	Result
Evidence of cross-business referrals and promotion	OMS/DDA has observed an average of 6 cross-promotional posts per week amongst downtown businesses
Increase in collaborative, promotional strategies	In 2019 the Retail Event Committee increased their coordinated shopping events to 8 per year.

Increase in networks and networking events	OMS/DDA has continued our monthly business owners meetings; in the fall of 2019 conducted the implementation of a new initiative called "Entrepreneurial Ecosystem". The National Main Street Center led us in this formation which will be our platform of networking and business development for the near future.
Increase the # of new businesses	Downtown saw 4 new business join the district in 2019, however the district saw the loss of 7 businesses.
Increase in collaboration and improved communication between Main Street, City Depts. and other community organizations	In the fall of 2019 conducted the implementation of a new initiative called "Entrepreneurial Ecosystem". The National Main Street Center led us in this formation which will be our platform of networking and business development for the near future.

After review, the OMS board elected to keep the current 2019/2020 goals and update their objectives. The board indicated that there was still a lot to accomplish within the current goals but after two years of implementation objectives should/could be updated to better facilitate each goal and measure the program's impact. A greater focus will be on objectives that better serve district stakeholders with greater tie to work plan outcomes.

2020/2021 Goals and Objectives are as follows:

<u>2022-2023 GOALS & OBJECTIVES</u>
<u>GOAL # 1:</u>
CULTIVATE AN ENVIRONMENT THAT DEMONSTRATES A COMMITMENT TO THE DEVELOPMENT OF BUSINESSES, HOUSING AND COMMUNITY ORGANIZATIONS IN DOWNTOWN OWOSSO.
OBJECTIVES:
<ul style="list-style-type: none"> ● <u>Increase the # of residential units in the pipeline for development.</u> - Use current programming resources (local, private, & public) to better assist property & business owners in preparing properties for residential development through programming such as the MEDC Redevelopment Ready Community certification. ● <u>Increase the # touch-points with perspective and existing property owners.</u> - Develop a pipeline for prospective business owners using entrepreneurial ecosystems best practices. Develop better training and communication tools to aid existing downtown businesses with our Ready to Recruit packet. ● <u>Increase in approved façade grant applications.</u> - Work with the MEDC and local property owners to start a new round of CDGB facade grants. ● <u>Increase in Main Street volunteerism throughout stakeholders.</u> ● <u>Active, collaborative involvement between Owosso Main Street/DDA and City in moving the Redevelopment Ready Communities initiative forward (including the City's Master Plan).</u> ● <u>Evidence of improved internal communication between Owosso Main Street/DDA, district non-profits, and City Departments.</u>

GOAL # 2:

CREATE AND DEMONSTRATE A WELCOMING CULTURE OF HOSPITALITY FOR THE VISITORS, BUSINESSES, AND RESIDENTS OF DOWNTOWN OWOSSO

OBJECTIVES:

- Increase market-driven gross sales for small business with the district. - Work with committee programming and business owners to ensure programming & events translate to larger sale numbers for downtown businesses.
- Develop a Downtown Hospitality training/structure for businesses within the district - such as a second set of eyes program to help business owners achieve financial success through community support.
- Increase in online digital outreach and connections. - Continue to build out downtownowosso.org to include greater tourism elements and include all state required reporting criteria. In addition, use local resources for social media overlap and content that not only represents the OMS/DDA professionally, but genuinely.
- Increase streetscape improvements within the district utilizing crowdfunding campaigns and volunteer resources.
- Create a program that promotes the occupation of vacant spaces by promoting activation for small businesses who are in-between pop-up and brick and mortar.

GOAL # 3:

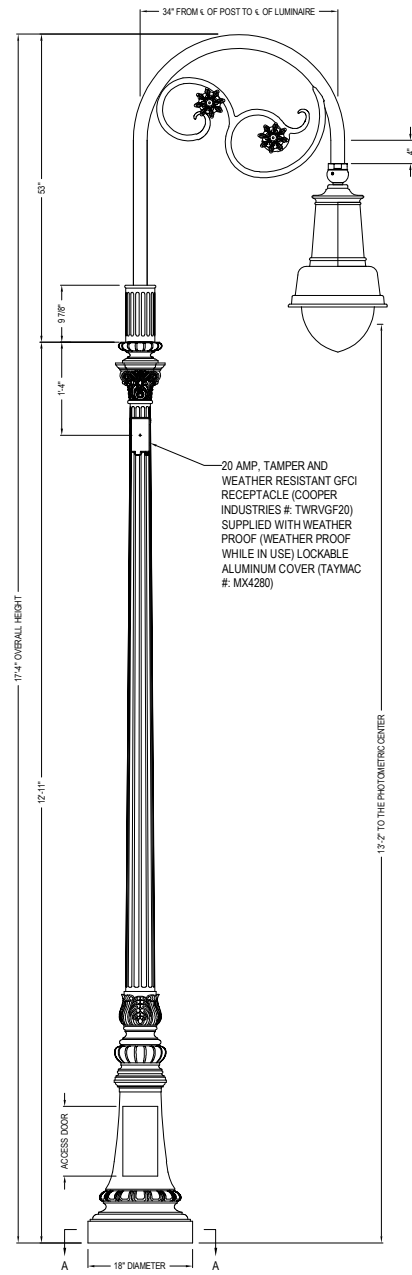
EXPAND AND SUSTAIN A MODEL OF "COOPETITION" AMONG DOWNTOWN OWOSSO BUSINESSES, ORGANIZATIONS AND ATTRACTIONS.

OBJECTIVES:

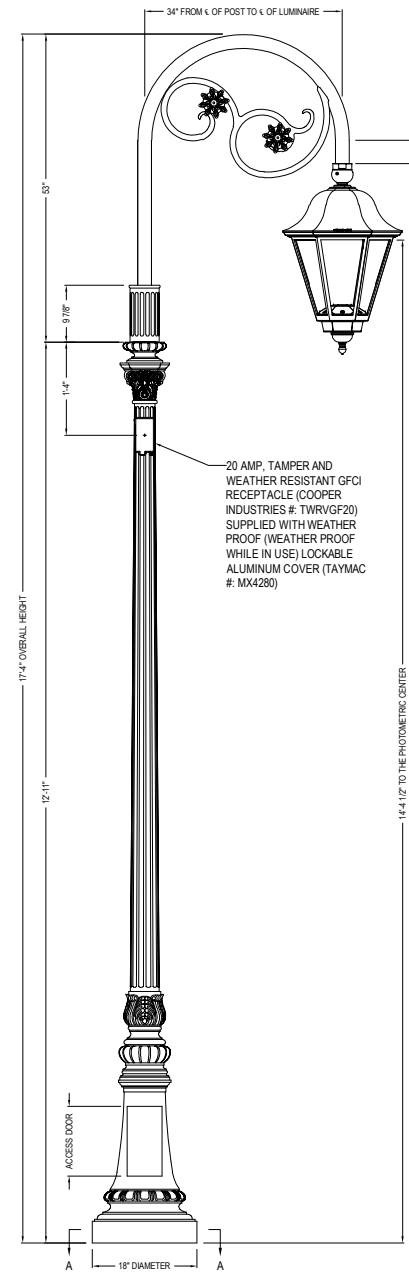
- Cultivate cross-pollination capitalism.
- Maintain/increase collaborative, promotional strategies
- Create purpose-driven networking events that are scheduled on the natural environment rather than monthly commitments.
- Work to expand coopetition to the boundaries of the district.
- Combine and collaborate outside of the OMS/DDA district for mutual understanding and support.
- Improve communication between Main Street, City Depts. and other community organizations

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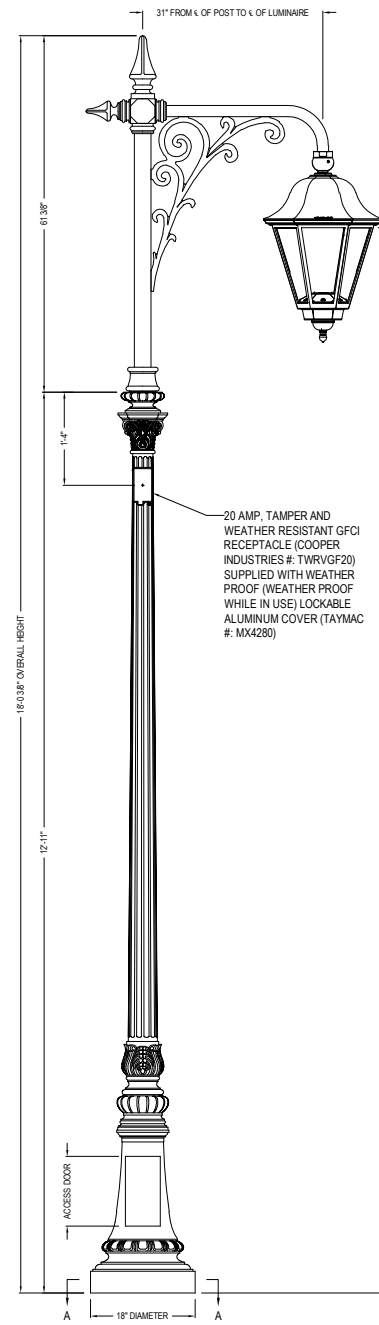
OPTION-A



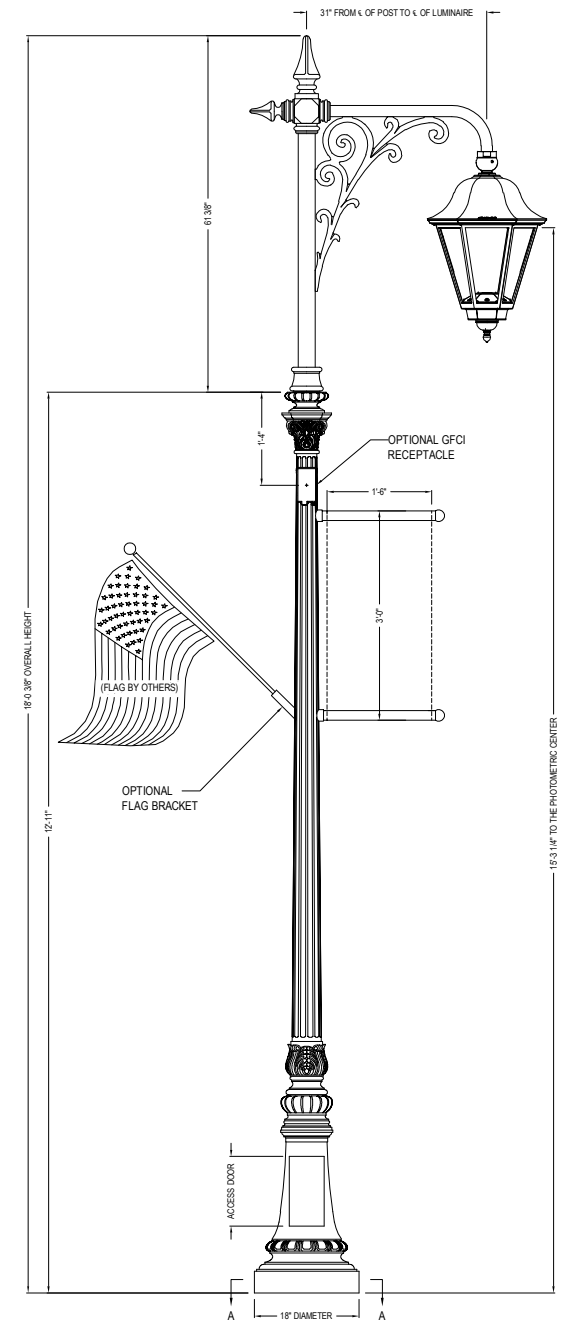
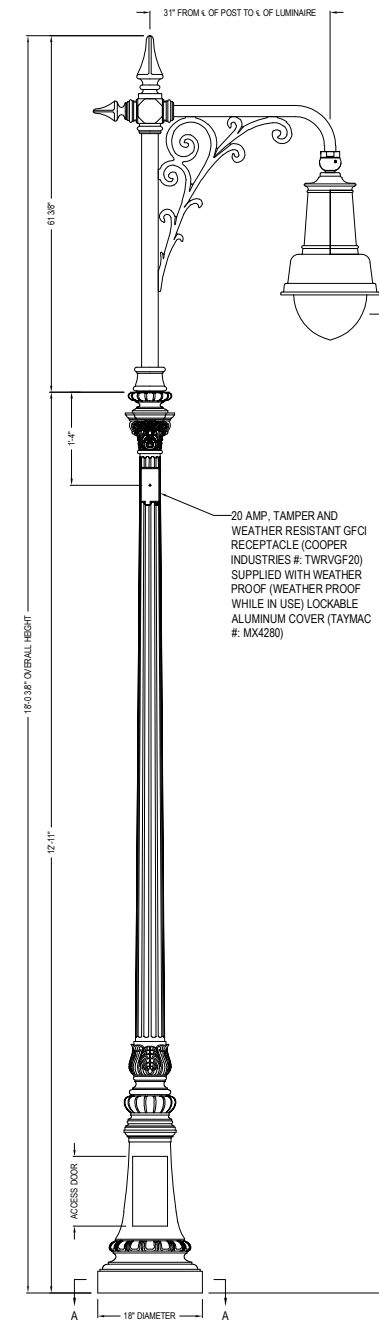
OPTION-B



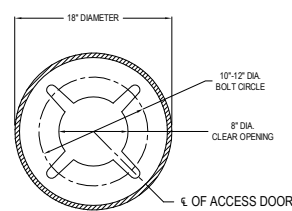
OPTION-C



OPTION-D



OPTIONAL ADD-INS ONLY



SECTION A-A
BASE PLATE DETAIL



Spring City Electrical Mfg. Co.

HALL AND MAIN STREETS - P.O. BOX 19 - SPRING CITY, PA. 19475
PHONE (610) 948-4000 - FAX (610) 948-5577 - WWW.SPRINGCITY.COM

Owosso Main Street
Profit & Loss Budget Overview
July 2022 through June 2023

	<u>Jul '22 - Jun 23</u>	NOTES
Ordinary Income/Expense		
Income		
296-000-401.403 GEN PROP TAX	45,800.00	MILLEAGE/LCSA Act Distribution
296-000-401.405 TIF	178,000.00	TIF
296-000-664.664 INTEREST INCOME	1,800.00	WESENER INT/BANK INT
296-000-671.676 DESIGN INCOME		
269-000-671.676-EVSTATION	5,432.00	EST. EV STATION INCOME
Total 296-000-671.676 DESIGN INCOME	<u>5,432.00</u>	
296-000-671.677 ER INCOME		
296-000-671.677 VIBRANCY GRANT	20,000.00	
Total 296-000-671.677 ER INCOME	<u>20,000.00</u>	
296-000-671.678 PRO INCOME		
296-000-671.678-DOWNTOWNPROMO	1,000.00	MISC PROMO INCOME
296-000-671.678-GLOW	6,000.00	
296-000-671.678-NYEPARTY	4,000.00	
296-000-671.678-VINTAGEMOTORCY	3,000.00	
296-000-671.678 CHOCOLATE WALK	3,600.00	
Total 296-000-671.678 PRO INCOME	<u>17,600.00</u>	
296-000-671.679 ORG INCOME		
296-000-671.679 ORG INCOME - Other	10,000.00	
Total 296-000-671.679 ORG INCOME	<u>10,000.00</u>	
Total Income	278,632.00	
Expense		
DEP 200 GEN SERVICES		
296-200-728.000 OPER SUPPLIES	3,450.00	NEW COMPUTER/OFFICE SUPPLIES
296-200-810.000 INSURANCE	3,000.00	INS/BONDS
296-200-818.000 CONTRACT SER	16,000.00	ACCOUNTING/AUDIT
296-200-831.000 MAINTENANCE	58,200.00	
296-200-858.000 MEMBER + DUES	1,000.00	
296-200-999.101 MANAGER WAGES	56,050.00	EXEC DIR PAY/BENEFITS
Total DEP 200 GEN SERVICES	<u>137,700.00</u>	
DEP 695 ORGANIZATION EXPENSES		
296-695-728.000 OPER SUPPLIES	700.00	
296-695-818.000 ORG WK PLNS		
296-695-818.000-BUSSTEWARD	2,440.00	
296-695-818.000-VOLDATA	500.00	NOTIONS
296-695-818.000-WEBSITE	6,360.00	WEBSITE
Total 296-695-818.000 ORG WK PLNS	<u>9,300.00</u>	
Total DEP 695 ORGANIZATION EXPENSES	10,000.00	
DEP 696 PROMOTION EXPENSES		
296-696-818.000 PRO WK PLNS		
296-696-818.000-DOWNTOWNPROMO	5,500.00	GENERAL PROMOTIONS
296-696-818.000-GLOW	6,000.00	
296-696-818.000-NYEPARTY	4,000.00	
296-696-818.000-VINTAGEMOTORCY	3,000.00	
296-696-818.000 CHOCOLATE WALK	500.00	
Total 296-696-818.000 PRO WK PLNS	<u>19,000.00</u>	
Total DEP 696 PROMOTION EXPENSES	19,000.00	
DEP 697 DESIGN EXPENSES		
296-697-818.000 DES WK PLNS		
296-697-818.000-CHRISTMAS	5,500.00	THESE FUNDS MAY BE REALLOCATED
296-697-818.000-FLOWER PROGRAM		
296-697-818.000-BASKETS	4,600.00	
296-697-818.000-BED PLANTS	1,500.00	
Total 296-697-818.000-FLOWER PROGRAM	<u>6,100.00</u>	
Total 296-697-818.000 DES WK PLNS	<u>11,600.00</u>	

Owosso Main Street
Profit & Loss Budget Overview
July 2022 through June 2023

	Jul '22 - Jun 23	NOTES
Total DEP 697 DESIGN EXPENSES	11,600.00	
DEP 698 ER EXPENSES		
296-698-818.000 ER WK PLNS		
296-698-818.000 VIBRANCY GRANT	20,000.00	
Total 296-698-818.000 ER WK PLNS	20,000.00	
Total DEP 698 ER EXPENSES	20,000.00	
DEP 901 - CAPITAL OUTLAY		
296-901-965.730 CAPITOL BOWL	1,900.00	PROPERTY TAXES PAID/LEASE AGREEMENT
Total DEP 901 - CAPITAL OUTLAY	1,900.00	THAT DDA SIGNED SO THAT THEY CAN USE PORTION OF LOT.
DEP 905 - DEBT SERVICE		
295-905-980.991 BOND DEBT PRINC	56,000.00	SIDEWALK BOND RECLASSIFIED FROM TRANSFER OUT
295-905-980.995 BOND INTEREST	17,000.00	SIDEWALK BOND RECLASSIFIED FROM TRANSFER OUT
295-905-980.995 EV RLF INTEREST	738.00	EV RLF LOAN INT
296-905-980.991 EV RLF PRIN	4,694.00	EV RLF LOAN PRINCIPLE
Total DEP 905 - DEBT SERVICE	78,432.00	
 Total Expense	 278,632.00	
 Net Ordinary Income	 0.00	
 Net Income	 0.00	 ZERO BASED BUDGET