

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

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

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

**ROLL CALL:** Taken by Chair Jon Moore

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

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

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

**PUBLIC COMMENTS:** None.

**ITEMS OF BUSINESS:**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**COMMITTEE UPDATES:** None.

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

**BOARD COMMENTS:** None.

**ADJOURNMENT:**

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

**AYES: ALL**

**MOTION CARRIED**

**NEXT MEETING AUGUST 2, 2023.**