

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

September 6, 2023, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Chair Jon Moore at 7:31 A.M.

ROLL CALL: Taken by Chair Jon Moore

PRESENT: Chair Jon Moore, Vice-Chair Lance Omer, Commissioners Melissa Wheeler, Nicole Reyna, Robert J. Teich, Jr. and Emily Olson. Bill Gilbert arrived at 7:36 A.M.

ABSENT: Commissioners Josh Ardelean. Wheeler left at 8:04 A.M.

OTHERS PRESENT: Lizzie Fredrick, DDA/OMS Director

AGENDA:

MOVED BY OLSON, SUPPORTED BY OMER TO APPROVE THE SEPTEMBER 6, 2023 DDA/OMS AGENDA AS PRESENTED.

**AYES: ALL
MOTION CARRIED**

MINUTES:

MOVED BY OLSON, SUPPORTED BY REYNA TO APPROVE THE AUGUST 2, 2023 DDA/OMS ANNUAL MEETING MINUTES.

**AYE: ALL
MOTION CARRIED**

PUBLIC COMMENTS: None.

ITEMS OF BUSINESS:

1. **CHECK REGISTER AUGUST 2023:** Olson shared that there was a \$25 charge for a chair that went missing at OatFest and noted that it would be beneficial for the Board to invest in supplies such as tents, tables and chairs instead of renting.

MOVED BY OLSON, SUPPORTED BY TEICH TO APPROVE THE CHECK REGISTER AS PRESENTED FOR AUGUST 2023.

**AYES: ALL
MOTION CARRIED**

2. **REVENUE AND EXPENDITURE REPORTS:** Fredrick reviewed the Revenue and Expenditure Report and answered questions.
3. **DELINQUENT LOAN REPORT:** Fredrick reviewed the Delinquent Loan Report and answered questions about the Owosso Cookie Company and Ihm Enterprises loans in delinquency.

Gilbert recommended revising the Revolving Loan Fund to require automatic withdrawal for future loans.

Omer recommended requiring a lien for future loans.
Olson asked staff to confirm if the unused RLF funds are gaining interest.

Board asked staff to confirm the attorney fees accrued from seeking collection through the court system for O'Marie's loan and what the estimated cost would be for doing the same with Ihm Enterprises' loan.

- 4. LOAN INVENTORY REPORT:** Fredrick presented the Loan Inventory Report and answered questions.

Moore asked Omer to schedule an Economic Vitality Committee meeting to begin the revision process for the Revolving Loan Fund.

- 5. CHARGEPOINT REPORT:** Fredrick updated the Board on the repairs for Electric Vehicle Charging Stations.

Board discussed the continued challenges with ChargePoint's customer service and their prolonged repair process for the EV Charging Stations.

Gilbert requested having Consumers Energy come on site to diagnose the cause of the Electric Vehicle Charging Stations' main circuit breaker chronic tripping.

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

Olson asked staff to include September and October Social Media Analytics in the November meeting packet to compare statistics and see how the #ExploreOwosso Passport Program affects the data.

- 7. OMS/DDA MEETING SCHEDULE:** Fredrick reviewed the OMS/DDA Bylaws, Roster, Attendance and Meeting Schedule.

Teich recommended amending the bylaws to limit excused and unexcused absences.

Board discussed the difference in policies put into effect at the Organization Committee level versus amendments to the bylaws.

Moore suggested including the maximum number of excused and unexcused absences in the Organization Committee's Board Member Agreement.

Olson recommended clearer explanation of expectations for Board Members.

- 8. OMS COMMITTEE STRUCTURE:** Fredrick presented the OMS/DDA Bylaws and Organization Flow Chart.

Moore asked if the Board would like the Organization Committee to bring a Board Member Onboarding Program to the Board for feedback.

Gilbert mentioned that he'd like to join the Organization Committee to brainstorm fundraising plans.

Gilbert suggested having a fundraising brochure in a physical and digital format.

COMMITTEE UPDATES:

1. **Design:** Fredrick updated the Board on the conclusion of the Summer Flower Program including an increased cost of watering due to the lack of rain and increased watering need of petunias.
Fredrick confirmed the downtown landscaping services will go out to bid for spring 2024 and that Fall Beautification will begin this month.
Olson and Gilbert complimented the petunia bridge baskets chosen for the Summer Flower Program.
Gilbert noted the challenges of cost and watering needs for petunias.
Board discussed the current downtown streetlight repair needs, the Downtown Streetlight Project cost and the need to raise funds to meet those costs.
Moore asked for the Design Committee to begin plans for fundraising for their programming.
2. **Promotion:** Olson shared that Mini Golf Madness will be held on Friday, September 15th.
And the sub-committees have been determined to help support specific programming.
3. **Organization:** Fredrick provided updates on a Board Member Agreement and Committee Member Agreement.
4. **Economic Vitality:** None.

BOARD CONTINUING EDUCATION/INFORMATION: Fredrick updated the Board on the Grow with Google workshops at 8:00 A.M. on Monday, September 18th, Monday, October 16th and Monday November 6th.

Fredrick noted that Michigan Main Street will be in Owosso on Tuesday, October 31st for an on-site visit including a meeting with the Board.

Board scheduled the meeting for 9:30 A.M. on October 31st.

DIRECTOR UPDATES: Fredrick introduced Daylen Howard, a DDA/OMS Resident Board Member applicant.

BOARD COMMENTS: None.

ADJOURNMENT:

MOVED BY REYNA, SUPPORTED BY OLSON TO ADJOURN AT 9:11 A.M.

AYES: ALL

MOTION CARRIED

NEXT MEETING OCTOBER 4, 2023.