

REGULAR MEETING MINUTES  
OWOSSO DDA / MAIN STREET  
Council Chambers, City Hall  
December 2, 2015 – 7:30 am.

MEETING CALLED TO ORDER at 7:41 a.m. by Dave Acton.

ROLL CALL was taken by Secretary Alaina Kraus.

MEMBERS PRESENT: Chairman Dave Acton, Authority Members Kevin Wiles (left 8:42), Ken Cushman , Lance Omer, Benjamin Frederick, and Secretary Alaina Kraus

MEMBERS ABSENT: Authority Member Shar Haskins, Bill Gilbert

OTHERS PRESENT: Josh Adams, Main Street Manager; Susan Montenegro, City of Owosso; Janae Fear, The Independent; Don Crawford, City of Owosso (8:52)

AGENDA:

MOTION BY AUTHORITY MEMBER KRAUS SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE AGENDA FOR DECEMBER 2, 2015.  
YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER CUSHMAN, SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE MINUTES FOR THE MEETING OF NOVEMBER 4, 2015 WITH SLIGHT MODIFICATIONS.  
YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

None

COMMITTEE UPDATES

1) Design

Still pending state approval on the wayfinding signs. Not certain yet if a formal application is required. Adams is filling one of in case.

Montenegro is still selling drinking glasses and sold another wayfinding sign. This puts us at seven signs, but may not go in until spring due to wait on MDOT approval.

Prepping for fundraising for the flower program and winter greenery.

Committee will be actively involved in facade grants.

2) Economic Restructuring

There was no meeting month due to the holiday.

3) Organization

There was no meeting this month.

Still working on the app for downtown. Newsletter will restart in Jan.

#### 4) Promotion

Every record was broken with GLOW. The estimate is 4500-5000 attendees and 175 runners. Over \$8500 raised so far for the year. GLOW Ice Queen was a success and raised \$19000 charity.

Ugly Sweater Saturday is coming up and will have a 5k. Promotions is coming alongside the event and will continue the model.

Kudos to Adams and Hankerd for getting lights and the tree up.

The tree was donated by Owosso Township and Miller has two more available for the future. These will be coming from a future industrial park so they'll be cut down anyway.

#### ITEMS OF BUSINESS:

##### 1. CHECK REGISTER APPROVAL.

The credit card is used mainly for online purchases. POs are filled out for each purchase and is put into one master PO under the credit card payment at the of the month.

##### SEE BOARD PACKET FOR CHECK REGISTER

MOTION BY AUTHORITY MEMBER FREDERICK, SUPPORTED BY AUTHORITY MEMBER WILES TO APPROVE THE CHECK REGISTER FOR NOVEMBER 2015 AS PRESENTED. YEAS ALL. MOTION CARRIED.

##### 2. BUDGET REPORT/BUDGET UPDATES

GLOW is expecting another \$1,500 on top of the \$8,500 already turned in with fundraising. This comes from the run (sponsorships & registration), ornament sales, and Ice Queen.

Adams said the he finds a more engaged audience with articles in the paper, but wider reach on Facebook.

##### 3. FACADE GRANT UPDATE

There was a business owner's meeting in November to go over requirements. Montenegro and Adams also met with a potential architect. One packet is already turned in. A minimum of two are needed, but Montenegro is working on additional businesses to make most of the grant. We have eight free design services are still available at three per year. The grant has been changed to 50/50 with a minimum total investment of \$30,000. A city match must be made as well. Since we have history with the program, we don't have to have a certified grant administrator. It may be possible to offer revolving loans to help businesses make the most of the grant while we have it.

#### 4. NEW COMMUNICATION TOOL

Omer shared his concerns about the disconnect between downtown and the other side of the river, especially with SRI. He shared the idea of using Interactive Voice Response where people can call in and reach different business extensions and information and whatever else we would like to. The group he's been looking at also offers reports. Estimated cost is about \$40 a month.

Acton shared that in his field IVR doesn't have a high satisfaction rate, but at the price it is worth trying. He suggests no more than two steps to any one thing.

MOTION BY AUTHORITY MEMBER OMER, SUPPORTED BY AUTHORITY MEMBER WILES TO TRY IVR FOR 6 MONTHS HEADED UP BY OMER.  
YEAS ALL. MOTION CARRIED.

#### 5. YEAR END ACCREDITATION UPDATE

The accurate private investment number on the MMS annual report graphic is \$859,485 not \$1,859,485. This is being updated by the state to the correct number. We already have over \$500,000 in investment for 2015/2016. Over 30 new jobs were created that aren't included in the graphic.

Adams reports that we're getting a good reputation for taking care of small businesses.

#### 6. UPCOMING SPECIAL MEETINGS

- a) Board Retreat – Monday, December 14th from 6pm-8pm in the Wesener

#### 7. GOODBYE TO ALAINA KRAUS

Frederick presented a pin key to the city in thanks for service and Kraus may come back for the board retreat on the 14th.

Theresa Trecha will be starting in January for Gonyou's position, but another board member will be needed and a new secretary. Acton will be moving into the Wesener as soon as a certificate of occupancy is issued.

#### PUBLIC / BOARD / STAFF COMMENTS:

Adams found an old telephone booth in the DPW lot and the CBB is wrong to restore it to be used for information in Main Street Plaza.

MOTION MADE BY CUSHMAN, SUPPORTED BY AUTHORITY MEMBER OMER TO  
ADJOURN AT 8:17 AM.  
YEAS ALL. MOTION CARRIED.

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Alaina Kraus, Secretary