

MINUTES
REGULAR MEETING OF THE
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OWOSSO
MAY 4, 2016 AT 7:30 AM
CITY COUNCIL CHAMBERS

CALL TO ORDER: The meeting was called to order by Vice-Chairman Bill Gilbert at 7:34 a.m.

ROLL CALL: Was taken by Recording Secretary, Bridget Cannon.

MEMBERS PRESENT: Chairman David Acton, Vice-Chairman Bill Gilbert, Authority Members Kevin Wiles (7:46 a.m.), Ken Cushman, Shar Haskins, Theresa Trecha, Jon Moore, Lance Omer (7:39 a.m.), Mayor Ben Frederick

MEMBERS ABSENT: None

OTHERS PRESENT: Josh Adams, Main Street Manager; Susan Montenegro, Assistant City Manager and Director of Community Development; Jessica Hickey, Independent Newspaper Group

AGENDA:

IT WAS MOVED BY VICE-CHAIRMAN GILBERT AND SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE AGENDA FOR MAY 4, 2016 AS PRESENTED.

AYES: ALL. MOTION CARRIED.

MINUTES:

IT WAS MOVED BY AUTHORITY MEMBER CUSHMAN AND SUPPORTED BY AUTHORITY MEMBER HASKINS TO APPROVE THE MINUTES OF APRIL 6, 2016 AS PRESENTED.

AYES: ALL. MOTION CARRIED.

PUBLIC COMMENTS: There were no public comments.

COMMITTEE UPDATES:

Committee reports will be completed in the next couple of days and distributed to board members.

Owosso had a successful Arbor Day celebration and Downtown Owosso clean-up, which took place April 30, 2016. 37 volunteers assisted in the clean-up efforts.

1) DESIGN

BIKE RACKS:

The Design committee is currently looking for bike rack sponsorships. The committee has received five sponsorships thus far. Baker College will assist with the production of the bike racks.

WAY-FINDING SIGNS:

Josh Adams is meeting with MDOT to get approval for proposed located of the signs. The City of Owosso's Department of Public Works will eventually install the signs after approval, etc.

FLOWER PROGRAM:

Owosso Masonic Lodge #81 recently raised \$400 for the flower program with proceeds from their Chicken and Waffle brunch.

2) ECONOMIC RESTRUCTURING

The committee is currently organizing an "Ask Owosso" team. The team will be made up of volunteers that will distribute educational and informative material to downtown property owners. It is the committee's goal to educate local stakeholders. Josh Adams reiterated the building code requirement as state law, and will be used in redevelopment projects in Owosso.

Susan Montenegro is working on a FAQ with the Building Department, which will describe the step-by-step process for redevelopment in the city of Owosso, including permits, etc.

3) ORGANIZATION

The Organization Committee is working on a database of volunteers. Sue Osika and Tracy Peltier are working with Nick Pidek to create summer social media classes. The summer classes will serve as a fundraiser for Main Street, and the funds will go towards community signage and banners.

The Downtown Owosso app for phones and tablets is in its final stages. This free app will be available in mid-summer. A directory of local businesses and parking information will be available on the app, and will also offer the option of receiving push notifications for upcoming events.

4) PROMOTION

A Main Street 2016 Calendar of Events was distributed to the board. Opening day for the Downtown Farmer's Market will be Saturday, May 7, 2016. There will be a Mother's Day celebration at the market that Saturday.

Main Street is working on website design and hopes to eventually offer a community calendar on the website. Currently, an event calendar is available online at the Shiawassee Regional Chamber of Commerce website.

Josh Adams introduced a possible marketing opportunity for business owners at \$20/month – it is in the planning stages to offer marketing downtown as a whole with spotlights on the contributing businesses.

Board Member Trecha suggested reducing cost to \$10/month to get more business owners on board with the marketing opportunity.

ITEMS OF BUSINESS:

1) CHECK REGISTER

(SEE BOARD PACKET FOR CHECK REGISTER)

IT WAS MOVED BY VICE-CHAIRMAN GILBERT AND SUPPORTED BY BOARD MEMBER TRECHA TO APPROVE THE CHECK REGISTER FOR APRIL, 2016 AS PRESENTED.

AYES: ALL. MOTION CARRIED.

2) BUDGET REPORT/BUDGET UPDATES

(SEE BOARD PACKET FOR BUDGET)

The board reviewed the Profit & Loss Budget vs. Actual. Josh Adams made a special mention that \$11,000 was raised by Glow Owosso. They are using \$7,000 of those funds to purchase a large, pre-lit artificial Christmas tree for the plaza. The tree comes with a warranty on the lights. It is viewed as a long-term investment for the community, and additional sections can be purchased as time progresses.

3) BUDGET REVISIONS

IT WAS MOVED BY AUTHORITY MEMBER WILES AND SUPPORTED BY VICE-CHAIRMAN GILBERT TO APPROVE THE BUDGET REVISIONS FOR FISCAL YEAR 2015/2016, AS PRESENTED.

AYES: ALL. MOTION CARRIED.

4) FAÇADE GRANT UPDATES

Susan Montenegro gave a brief update on the status of the façade grant applications. They are hoping to see the projects start this summer.

PUBLIC COMMENTS: There were no public comments.

BOARD COMMENTS: Authority Member Mayor Frederick stated there is confidence in both the DDA Board and the budget for DDA, from the city council level.

IT WAS MOVED BY AUTHORITY MEMBER FREDERICK AND SUPPORTED BY AUTHORITY MEMBER TRECHA TO ADJOURN AT 8:20 A.M.

AYES: ALL. MOTION CARRIED.

David Acton, Chairman