

MINUTES
REGULAR MEETING OF THE
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OWOSSO
JULY 6, 2016 AT 7:30 AM
CITY COUNCIL CHAMBERS

CALL TO ORDER: The meeting was called to order by Vice-Chairman Bill Gilbert at 7:41 a.m.

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

MEMBERS PRESENT: Chairman David Acton, Vice-Chairman Bill Gilbert, Authority Members Kevin Wiles, Theresa Trecha, and Lance Omer

MEMBERS ABSENT: Authority Members Ken Cushman, Shar Haskins, Jon Moore, and Mayor Ben Frederick

OTHERS PRESENT: Josh Adams, Main Street Manager; Jessica Hickey, Independent Newspaper Group

AGENDA:

IT WAS MOVED BY VICE-CHAIRMAN GILBERT AND SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE AGENDA FOR JULY 6, 2016 AS PRESENTED.

AYES: ALL. MOTION CARRIED.

MINUTES:

IT WAS MOVED BY AUTHORITY MEMBER WILES AND SUPPORTED BY VICE-CHAIRMAN GILBERT TO APPROVE THE MINUTES OF JUNE 1, 2016 AS PRESENTED.

AYES: ALL. MOTION CARRIED.

PUBLIC COMMENTS: There were no public comments.

ITEMS OF BUSINESS:

1) CHECK REGISTER

Waiting on itemized list of work completed from Sunburst Gardens at the Wesener Building.

(SEE BOARD PACKET FOR CHECK REGISTER)

IT WAS MOVED BY AUTHORITY MEMBER TRECHA AND SUPPORTED BY AUTHORITY MEMBER WILES TO APPROVE THE CHECK REGISTER FOR JUNE, 2016 AS PRESENTED.

AYES: ALL. MOTION CARRIED.

COMMITTEE UPDATES:

1) DESIGN

BIKE RACKS:

Hoping to get sponsorship/funding for total of twenty bike racks. There are six bike racks currently funded. Cost needing sponsorship is \$300 for each bike rack. Individual sponsorships for bike racks will have placard or signage. The bike racks placement should be out of the way for snow removal, and should not be an issue.

WAY-FINDING SIGNS:

The committee went over the exact items and verbiage that will be listed on the signs. Placement has been approved by MDOT for eight of the locations. Board is excited to see this plan come to fruition, as it has been in the planning and execution stage for a long time.

FLOWER PROGRAM:

There was \$2,500 in sponsorship for the flower program this year. Unfortunately, vandalism of the flower beds has been very bad. Estimation of close to \$1,000 worth of flowers has been stolen thus far.

2) ECONOMIC RESTRUCTURING

Committee is in the process of constructing a Business Development guide. The guide will be comprehensive and custom-fitted, and eventually be distributed by the "AskOwosso" team that is being organized.

The committee is also collaborating with the Building Department and MainStreet to development a guide for rehabilitation of a commercial building, and the steps that should be taken in the permit process.

3) ORGANIZATION

No physical meeting this month, but Josh Adams has been talking with Susan Montenegro and Chrisy Schemenauer. A sponsorship guide is being developed, that will serve as a comprehensive plan for promotions moving forward. DDA does not want to be viewed as a donator; they would like to increase sponsorships by educating property owners about local events that will serve as an opportunity for sponsorships, and will generate revenue.

A database of volunteers is being generated. The committee is being transformed back in to what it should be: 1) assembling volunteers and 2) getting the cash flow to fund events.

Website design is another project the organization committee would like to address this year. They would like to hire a website designer to update the site and post links to the community calendars, volunteer opportunities, and link to the Downtown Owosso app.

4) PROMOTION

The downtown map is in its final stages. There will be a directory of all downtown businesses. This will be kept in the refurbished phone booth in Main Street Plaza. There will also be a map available on the Main Street website, through the app, and possibly be posted throughout the downtown on various buildings.

Upcoming Events:

July 14-16: Downtown Owosso Sidewalk Sales

August 26-27: Owosso Vintage Motorcycle Days

There was a board discussion of business spotlight opportunity from Jordan Sovis. Sovis is accepting payment plans, and will develop a 45-second highlight of businesses, that can be posted on YouTube, or used for marketing.

ITEMS OF BUSINESS:

(Continued)

2) BUDGET REPORT/BUDGET UPDATES

(SEE BOARD PACKET FOR BUDGET)

Budget Breakdown – Fiscal Year 2015/2016 – Money from Reserve (last year’s Wayfinding WG) - \$9,000 – not added in to total figure, as the big expenses for the wayfinding signs, i.e. inserts, placards, install, etc. were not purchased before July 1. This figure was supposed to be deleted.

Unpaid bills section – only bills we have been invoiced for, and received thus far.

The revenue minus the expenses for year result in roughly \$4,000 in reserve this year.

Finalized budget for 2016/2017 will be presented to the board at the August meeting.

4) FAÇADE GRANT UPDATES

The city originally had 19 façade grant applicants, which was cut to 14. Due to attrition, several dropped out. Currently, there are 8-9 applicants, which we are hoping to push through all of them this first round with MEDC. A cost estimate breakdown is required of each project. The façade projects will then go before the Historic District Commission, and finally the Building Department for review and approval.

PUBLIC COMMENTS: There were no public comments.

BOARD COMMENTS: Board to discuss Main Street Manager, Josh Adams.

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

AYES: ALL. MOTION CARRIED.

David Acton, Chairman