

MINUTES
REGULAR MEETING OF THE
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OWOSSO
NOVEMBER 2, 2016 AT 7:30 AM
CITY COUNCIL CHAMBERS

CALL TO ORDER: The meeting was called to order by Chairman Dave Acton at 7:42 a.m.

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

MEMBERS PRESENT: Chairman David Acton, Authority Members Lance Omer, Theresa Trecha, Jon Moore and Mayor Benjamin Frederick

MEMBERS ABSENT: Vice-Chairman Bill Gilbert, Authority Members Kevin Wiles, Kenn Cushman, and Shar Haskins

OTHERS PRESENT: Josh Adams, Main Street Manager; Sue Montenegro, Assistant City Manager & Community Development Director; Robert Doran-Brockway, Historical Facilities Director

AGENDA:

IT WAS MOVED BY AUTHORITY MEMBER FREDERICK AND SUPPORTED BY AUTHORITY MEMBER MOORE TO APPROVE THE AGENDA FOR NOVEMBER 2, 2016 AS PRESENTED.

AYES: ALL. MOTION CARRIED.

MINUTES:

IT WAS MOVED BY AUTHORITY MEMBER FREDERICK AND SUPPORTED BY AUTHORITY MEMBER MOORE TO APPROVE THE MINUTES OF OCTOBER 5, 2016, AS PRESENTED.

AYES: ALL. MOTION CARRIED.

PUBLIC COMMENTS: There were no public comments.

COMMITTEE UPDATES:

1) DESIGN

WAY-FINDING SIGNS:

There was a prototype hiccup – the way-finding pole is the same size as the insert itself. The sleeves for the signs were sent to SLH Metals, Inc to bore the sleeve of the sign, which will create a better look. The proposed locations for all seven signs have been cemented and will be installed by DPW as soon as they can fit them in their schedule.

BIKE RACKS

Five bike racks are complete and ready to install. Josh Adams is suggesting installation by DPW in the spring, when winter weather and snow have passed. Baker College e-mailed Josh and stated they have not been able to coordinate with their welding class to get the other fifteen bike racks made. Josh may approach SLH and see if they would be willing to make the remaining bike racks at the Baker College \$300 quote price for each rack, over this winter.

2) ECONOMIC RESTRUCTURING

Committee chairman Omer indicated they had met twice in the last month. They are using a template to develop an investment guide for new business owners. The guide will include an executive summary of a market study the potential new business owner could use to develop a business plan. Current business owners could use the guide to differentiate their business, or re-invent their marketing strategy. A graphic artist will be hired to input data and help design the guide.

The AskOwosso team was discussed at the Economic Restructuring meetings. The committee is looking for a group of volunteers to visit businesses to educate them and inform, and distribute materials for FAQ.

Lastly, there was a discussion regarding parking spaces downtown. The committee seeks to demonstrate the value of each street space, thereby deterring downtown employees from parking in these spots. Street parking spaces should be reserved for customers, resulting in potential revenue for the business.

3) ORGANIZATION

Chrysy Schemenauer is stepping down as chairman of this committee, as her business is expanding and she needs to direct her energy appropriately. So, the Org committee is seeking a new chairman. The ideal candidate will be passionate about people and money.

Thirty five letters were sent out to corporations in the community, asking for \$500-\$1,000 sponsorships for the DDA website.

4) PROMOTION

Committee is gearing up for Glow Event, the 5K Run, and Small Business Saturday. The Downtown map is in final proofreading stage, and will be distributed quarterly with an updated quarterly calendar of community events. Josh handed out a draft of the first map to the board.

ITEMS OF BUSINESS:

1) CHECK REGISTER

(SEE BOARD PACKET FOR CHECK REGISTER)

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

AYES ALL. MOTION CARRIED.

2) BUDGET REPORT/BUDGET UPDATES

(SEE BOARD PACKET FOR BUDGET)

The board discussed the budget report & budget updates.

3) OMS/DDA MEDIA WORK PLAN

The Downtown Owosso Marketing Initiative (DOMI) is a work plan initiative that will consist of the following:

- A.) Volunteer committee chosen to develop the marketing strategy for the downtown.
- B.) Stakeholder Buy-in (\$50/month investment). The \$600/year sponsorship will result in business marketing and promotion.
- C.) Sub-contractors hired to develop content requested (i.e. photography, videography, social media, blogs, etc.) for downtown businesses.

The budget for the work plan will be determined by the revenue generated from the stakeholders. The ultimate success of this media plan will be measured by the data and deliverables.

IT WAS MOVED BY AUTHORITY MEMBER TRECHA AND SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE OMS/DDA MEDIA WORK PLAN AS PRESENTED.

AYES ALL. MOTION CARRIED.

4) DOWNTOWN PARKING VOUCHER PLAN

Susan and Josh are brainstorming to develop a downtown parking voucher plan to help customers. The general idea is that business owners have an option to purchase yearly parking vouchers. When a customer's service time exceeds the two-hour parking restriction, the business owner gives the voucher to the customer to hang in the windshield, which allows for longer times in on-street parking. Susan stated this voucher plan may be considered as a Traffic Control Order that will ultimately be presented to the city council for approval. The city will reserve the right to revoke the voucher(s) if they are being abused.

5) WELCOME ROBERT DORAN – BOARD LIAISON TO OHC

Robert Doran-Brockway was introduced to the board. Robert is the Historical Facilities Director for the city of Owosso, and will serve as a liaison to the Owosso Historic Commission. He will be a non-voting board member. Owosso has six thriving museums and the historical aspect of the city is a marketing tool that should be highlighted with the Media Work Plan. The Owosso Historical Commission meets the second Monday of each month at Curwood Castle.

6) THANK YOU MAYOR!!!

This is Mayor Benjamin Frederick's last DDA meeting. The DDA board would like to thank Ben for his nine years of service to the community and wish him the best as he goes on to serve as the next state representative for our area!

PUBLIC COMMENTS: There were no public comments

IT WAS MOVED BY AUTHORITY MEMBER FREDERICK AND SUPPORTED BY AUTHORITY MEMBER OMER TO ADJOURN AT 8:43 A.M.

AYES: ALL. MOTION CARRIED.

David Acton, Chairman

bac