

**MINUTES**

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

**JULY 14, 2021 AT 7:30 A.M.**

**CALL TO ORDER:** The meeting was called to order by Chairman Dave Acton at 7:33 A.M.

**ROLL CALL:** Taken by Recording Secretary Debbie Hebert

**MEMBERS PRESENT:** Chairman Dave Acton, Vice-Chairman Bill Gilbert, Commissioners: Josh Ardelean, Brianna Carroll, Ken Cushman, Jon Moore, Lance Omer and Susan Osika.

**MEMBERS ABSENT:** Eric Lab

**OTHERS PRESENT:** Josh Adams, Owosso Mainstreet/DDA Director

**AGENDA:** IT WAS MOVED BY AUTHORITY MEMBER GILBLERT AND SUPPORTED BY AUTHORITY MEMBER CARROLL TO AMEND THE AGENDA TO ADD #10 TO ITEMS OF BUSINESS AS: ANNUAL MEETING – DISCUSSION.

**AYES: ALL. MOTION CARRIED.**

**MINUTES:** IT WAS MOVED BY AUTHORITY MEMBER OSIKA AND SUPPORTED BY AUTHORITY MEMBER GILBERT TO APPROVE THE MINUTES FOR THE REGULAR MEETING HELD 06/02/2021 AND SPECIAL MEETING HELD 06/15/2021.

**AYES: ALL, MOTION CARRIED.**

**PUBLIC COMMENTS:** None

**ITEMS OF BUSINESS:**

1) **CHECK REGISTER** – No discussion.

**IT WAS MOVED BY AUTHORITY MEMBER CUSHMAN, SUPPORTED BY AUTHORITY MEMBER MOORE TO APPROVE THE CHECK REGISTER FOR JUNE 2021 AS PRESENTED.**

**AYES: ALL. MOTION CARRIED.**

2) **Budget Report** – The budget was reviewed with notations from Adams. Expenses have been added but revenue is yet to be received. The goal is to have \$12,000 to apply toward streetscape projects next year.

3) **Shia Cash Reports** – The board reviewed the reports provided.

**4) Director Performance Review Summary Report** – The results of the performance review were 99.5% positive. It was a successful process noting an opportunity to recognize the voluntary committees that assist Adams with implementing the work plans.

**5) Executive Director Contractor Agreement** – A 3-year contract renewal for Director Josh Adams was presented to the board.

**IT WAS MOVED BY AUTHORITY MEMBER CARROLL, SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE CONTRACT FOR A 3-YEAR PERIOD STARTING AUGUST 3, 2021 THROUGH JULY 31, 2024.**

**AYES: ALL. MOTION CARRIED.**

**6) TIFF Update - Tax Increment Finance Plan – A 20-year plan which began in 2003**, expires in 2024, preparation to have in place to hire consultant to draft new plan. The estimated cost is \$20,000. The desire is to start a discussion with the current consulting firm contracted with the City of Owosso.

**7) Streetscape Loan Refinance** – City's Finance director refinanced the bond, bond is extended to 2029 with lower interest rate saving \$66,000 or approximately \$8,000 year fluctuating some starting with a current year adding \$9,400 to the budget. Director Adams desires to add those unexpected monies to the Streetscape Fund.

**8) Downtown Security Camera** – Retriever Solutions is providing services, charging no labor to install security cameras at various locations throughout the downtown area. The number of units has been expanded to 64 camera jointly with Department of Public Works. Downtown and parks cameras are linked together by Wi-Fi provided by DayStarr Communications free of charge providing a security network throughout the city. Quality of the cameras were discussed. Retriever Solutions will assist with the placement of cameras. Electrical lines will need to be run between cameras provided by Ludington Electric with a total Cost of the project - \$6,697.37. Adams suggested using \$3,000 maintenance budget and \$4,000 from the reserve funds.

**IT WAS MOVED BY AUTHORITY MEMBER MOORE, SUPPORTED BY AUTHORITY MEMBER ARDELEAN TO APPROVE THE EXPENDITURE OF \$6,697.37 TO INCREASE AND UPGRADE SECURITY CAMERAS.**

**AYES: ALL. MOTION CARRIED.**

**9) Downtown Owosso Farmers Market** – Peltier has been working with Chamber of Commerce to develop a plan to oversee the Farmers Market. A new director may have been found. The Chamber will present a plan to the DDA at the August 2021 meeting outlining the financial structure and who will oversee new director.

Adams suggests a partnership between DDA and Chamber of Commerce with a \$5,000.00 contribution. It has been suggested that an oversight board should include a representative from the Promotion and Outreach Committees.

**10) Annual Meeting** – The Annual meeting will be held in August, 2021. The election of the Chairman and Vice Chairman offices will be conducted.

**COMMITTEE UPDATES:**

- 1) Design and Business Vitality** – Consumers Energy will complete the transformer for the EV charging station by 8/6/2021. Chairman Acton will begin the EV Charging Station committee meetings.

- 2) **Promotion & Outreach** – Sidewalk sales begin Friday and Saturday. There will be 10 or 11 vendors on the sidewalk. Preparations are beginning for Art Walk to be held September 11<sup>th</sup>. Vintage Motorcycle Days is scheduled for August 27 and 28<sup>th</sup>. Close to \$2,000 in sponsorships have been received.
- 3) **Business Owners Committee** – Meeting scheduled for July 28 at Capitol Sports. Brianna Carroll will be speaking. There will be a tour of the facility. Nicole and Ricardo Reyna will be present to share information about their new sports bar.

**BOARD CONTINUING EDUCATION/INFORMATION:**

MMSC Fund Generation Technical Service – Tuesday, August 3, 2021; 9am-4pm Armory  
MMSC Board Training – September 7, 2021. Time TBD.

**PUBLIC COMMENTS:** None

**BOARD COMMENTS:**

Osika informed the board that the SEDP was offering a free event that featured Kendra Leigh training with Tik Tok Videos on 8/2/2021 at 6:00 p.m. at the bookstore.

The tags that had been left on the flower baskets purchased from Everlasting have been removed.

Ardelean recommends AZEE Business Solutions for social media marketing. Carroll shared her favorable experience with their branding techniques.

Fosters Coffee launches a new collaboration beer with North Peak Brewing. It is being released at Roma's the next Wednesday.

A reminder was made that board members may not miss more than 3 meetings.

**ADJOURNMENT: IT WAS MOVED BY AUTHORITY MEMBER MOORE AND SUPPORTED BY AUTHORITY MEMBER OSIKA TO ADJOURN AT 8:44 A.M.**

**AYES: ALL. MOTION CARRIED.**