



Regular Meeting Agenda

Owosso DDA/Main Street

Wednesday October 7, 2015, 7:30 a.m.

**Owosso City Council Chambers,
301 W Main St.**

Owosso, MI 48867

Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

7:30 to 7:40

Call to order and roll call:

Review and approval of agenda: October 7, 2015

Review and approval of minutes: September 2, 2015

Public Comments:

7:40 to 8:00

Committee Updates

- 1) Design
- 2) Economic Restructuring
- 3) Organization
- 4) Promotion

8:00 to 8:30

Items of Business:

- 1) Check Register..... (Resolution)
- 2) Budget Report/Budget Updates..... (Discussion)
- 3) Accreditation Update (Discussion)
- 4) Upcoming Volunteer Opportunities (Discussion)

Public Comments:

Board Comments:

Adjournment:

[The City of Owosso will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon 72 hours notice to the City of Owosso. Individuals with disabilities requiring auxiliary aids on services should contact the City of Owosso by writing or calling Amy Kirkland, City Clerk, 301 W. Main St, Owosso, MI 48867 (989) 725-0500 or on the Internet. The City of Owosso Website address is www.ci.owosso.mi.us.]

September Board Meeting Minutes

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

MEETING CALLED TO ORDER at 7:34 a.m. by Bill Gilbert.

ROLL CALL was taken by Secretary Alaina Kraus.

MEMBERS PRESENT: Authority Members Lance Omer, Dawn Gonyou, Shar Haskins, Bill Gilbert, Kevin Wiles and Secretary Alaina Kraus

MEMBERS ABSENT: Chairman Dave Acton, Authority Member Benjamin Frederick and Ken Cushman

OTHERS PRESENT: Josh Adams, Main Street Manager; Susan Montenegro, City of Owosso; Gordon Pennington, Kevin Lenka (7:50am)

AGENDA:

MOTION BY AUTHORITY MEMBER OMER SUPPORTED BY AUTHORITY MEMBER WILES TO APPROVE THE AGENDA FOR SEPTEMBER 2, 2015.
YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER GONYOU, SUPPORTED BY AUTHORITY MEMBER HASKINS TO APPROVE THE MINUTES FOR THE MEETING OF AUGUST 5, 2015.
YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

Pennington attended once more and asked our goal, our way of measuring that goal, and our audience. Gilbert referred to the mission statement at the top of our agenda and went over metrics like participation, business feedback, and attendance at events. Adams added that additionally vacancy rates and private investment are reported at the of the year. Pennington encouraged the board to track revenue and involvement as well.

COMMITTEE UPDATES

1) Design

The proposal for the wayfinding poles came back as over twice expected and so options are being considered with a goal to have them in before frost.

Bike racks are being revisited. Baker will be building them and potentially having input on the design. Kraus shared that Orion had progressed from bike shaped racks to replacing them because people had trouble understanding them.

A booth will be at Oktoberfest to sell drinking glasses and revenue will be used to decorate downtown this fall/winter.

2) Economic Restructuring

ER was postponed, but the business recruitment sub-committee met and began reviewing maps of businesses.

Gilbert shared his excitement at seeing long term businesses coming n.

3) Organization

Party in the Plaza is coming up on Sept 14th to honor volunteers in our program.

We are not currently planning do a membership program, but instead do a more comprehensive sponsorship program.

4) Promotion

There was no meeting this, but subcommittees are meeting.

Tour Our Town happened. SRI had the most visitors with over 750 while Friends of the River had over 110 with others falling between.

Artwalk will have over 40 artists and 10 musicians on September 11th.

Art Bike is at same time. Bikes have already begun appearing.

Glow promotions have begun with the first runners signed up and first funds coming in.

ITEMS OF BUSINESS:

1. CHECK REGISTER APPROVAL.

The Glow Owosso window painting line item is for all of the Main Street artwork in the Mueller windows.

SEE BOARD PACKET FOR CHECK REGISTER

MOTION BY AUTHORITY MEMBER GONYOU, SUPPORTED BY AUTHORITY MEMBER KRAUS TO APPROVE THE CHECK REGISTER FOR AUGUST 2015 AS PRESENTED. YEAS ALL. MOTION CARRIED.

2. BUDGET REPORT

Being the beginning of the year, there is not yet much on there. Adams brought up that budgeted this year like last year, but are getting a larger TIFF capture will give us more budget. A small capture in the winter and a large one in March. Gilbert asked about cash flow and Adams said we did well enough last year that it may not even be an issue this year.

Gilbert brought up that TIFF is a very real measure of downtown/community health. When it goes up, the property values are going up.

Pennington questioned the watering expense and how it compares to other years. Gilbert shared that it is lower this year and it is a thankless job that takes about 6 hours a day to do it right. He suggests adding in irrigation into areas like Romas and Paymaster Park. Adams

shared most communities have it covered by their DPW, but ours too stretched so it is paid by the DDA. Adams estimates that we'll spend \$20,000 on downtown maintenance this year.

3. NMS/MMS YEAR-END MEETING

Thursday, September 24th will be our meeting. Board Members are specifically requested between 11 & 12:30. We are a Master Level Main Street, but they wanted to meet with us this year.

4. PARTY IN THE PLAZA

This was covered during committee updates. About 150 invites will go out today via email and eventbrite. Table, chairs, and coney sauce will be donated by the Masons. Sides, grills, and ice will come from local restaurants.

PUBLIC / BOARD / STAFF COMMENTS:

Pennington shared that we're in a good time in our economy and it's a great year in Michigan. He asked what this means for Owosso. He went back to the information supplied to us in a National Main Street review which covered our demographic and community. He challenged the team to step up our game or we won't get a return on investment on our capital projects. He talked about Indian Trails bringing in people to Owosso from other cities.

The Historic Home Tour is getting a good response so far in analytics in looks, likes, and shares. They're looking for classic vintage automobiles.

Lula's got the best Cajun restaurant in Michigan by Trip Advisor and Open Table.

He feels there is much more to be done with the biking community. The Assenmacher may move their rest stop downtown next year.

Woodard Furniture, The Argus, and Indian Trails all have big anniversaries coming up.

Wiles said his business has increased the last 7 years.

Gonyou said her business had increased with a new tenant to them. Bellingers will be in in about 8 weeks. This is Gonyou's last board meeting as her term is up.

Omer is encouraged by the amount of foot traffic downtown.

Gilbert shared that Phil Hathaway came to his father's visitation shared stories of his father's involvement in the original DDA. He also said he had met more new people on the floor buying appliances and his business has seen an uptick.

Haskins has also seen a lot of new faces, especially whenever SRI has an event and people are interested in downtown.

Adams shared that Dollar Daze said their July was up 25% this year.

Montenegro shared that surveys have been done and had to be over 51% to be considered for facade and other grants. The survey came back at 59% and is about to be finalized with the

state. With this we can get up to 21 facades done in the next 3 years, assuming can get a third year extension. The difference between this and the census would be the specific areas surveyed.

Pennington shared that the movie museum has sold and they're looking into who bought it.

Signs will be ordered for parking next week and will go up with striping next month.

MOTION MADE BY WILES, SUPPORTED BY AUTHORITY MEMBER HASKINS TO
ADJOURN AT 8:39 AM.
YEAS ALL. MOTION CARRIED.

Alaina Kraus, Secretary

September Check Register
By Check Number



10:45 AM

10/05/15

**Owosso Main Street
Check Register - By Check Number
September 2015**

Num	Date	Name	Memo	Account
2156	09/10/2015	First Bank Card	August 2015 CC payment	296-000-101.250 Checking #0425
	08/14/2015		August 2015 CC payment	296-000-202.100 Credit Card
TOTAL				
2157	09/10/2015	Kelly's Refuse	Downtown Trash Service	296-000-101.250 Checking #0425
	09/10/2015		Downtown Trash Service 8/1/1...	296-200-831.000 MAINTENANCE
TOTAL				
2158	09/10/2015	American Speedy Print	Artwalk Posters	296-000-101.250 Checking #0425
	09/10/2015		Artwalk Posters	296-696-818.000-ARTWALK
TOTAL				
2159	09/10/2015	Gilbert's Do It Best	Supplies - Event Signs & Art...	296-000-101.250 Checking #0425
	09/10/2015		Artwalk Banner supplies Event Sign supplies	296-696-818.000-ARTWALK 296-696-818.000-GLOW
TOTAL				
2160	09/10/2015	Lorraine Weckwert	Flower Reimbursement	296-000-101.250 Checking #0425
	09/10/2015		Flowers for downtown flower be...	296-697-818.000-BED PLANTS
TOTAL				
2161	09/10/2015	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425
	09/10/2015		Manager Wages 8/28/15 to 9/1...	296-200-999.101 MANAGER WAGES
TOTAL				
2162	09/17/2015	Marcia Wert	ArtBike - 2nd Place Award Wi...	296-000-101.250 Checking #0425
	09/17/2015		ArtBike - 2nd Place Award Win...	296-696-818.000-ARTWALK
TOTAL				
2163	09/17/2015	Phil DePeal	Art Bike-1st Place Award Win...	296-000-101.250 Checking #0425
	09/17/2015		Art Bike-1st Place Award Winner	296-696-818.000-ARTWALK
TOTAL				
2164	09/17/2015	Robin DePeal	ArtBike - 3rd Place Award Wi...	296-000-101.250 Checking #0425
	09/17/2015		ArtBike - 3rd Place Award Win...	296-696-818.000-ARTWALK
TOTAL				
2165	09/24/2015	DayStarr Communication	Phone forwarding service	296-000-101.250 Checking #0425
	09/22/2015		Phone forwarding service 10/1/...	296-200-728.000 OPER SUPPLIES
TOTAL				
2166	09/24/2015	Nicholas Pidek	Artwalk Graphic Design & Co...	296-000-101.250 Checking #0425
	09/22/2015		Artwalk Graphic Design & Cons...	296-696-818.000-ARTWALK
TOTAL				

10:45 AM

10/05/15

**Owosso Main Street
Check Register - By Check Number
September 2015**

<u>Num</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Account</u>
2167	09/24/2015	It's a Deli Thing	Supplies for Party in the Plaza	296-000-101.250 Checking #0425
	09/23/2015		Supplies for Party in the Plaza	296-695-818.000-VOLPARTY
TOTAL				
2168	09/24/2015	Jeffry Adams	Downtown Watering - August...	296-000-101.250 Checking #0425
	09/14/2015		Downtown Watering - August 2...	296-200-831.000 MAINTENANCE
TOTAL				
2169	09/24/2015	Sue Treen	Glow Owosso Supply Reimb...	296-000-101.250 Checking #0425
	09/23/2015		Glow Owosso Supply Reimbur...	296-696-818.000-GLOW
TOTAL				
2170	09/24/2015	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425
	09/22/2015		Manager Wages 9/11/15 to 9/2...	296-200-999.101 MANAGER WAGES
TOTAL				

10:45 AM

10/05/15

Owosso Main Street
Check Register - By Check Number
September 2015

Paid Amount

-47.83

-47.83

-500.00

-500.00

-42.00

-42.00

-17.91

-104.61

-122.52

-74.41

-74.41

-2,115.38

-2,115.38

-125.00

-125.00

-200.00

-200.00

-75.00

-75.00

-15.20

-15.20

-500.00

-500.00

10:45 AM

10/05/15

Owosso Main Street
Check Register - By Check Number
September 2015

Paid Amount

-61.00

-61.00

-415.65

-415.65

-275.32

-275.32

-2,115.38

-2,115.38

September Check Register
By Account Number



10:47 AM

10/05/15

Cash Basis

Owosso Main Street
Check Register - By Account Number
September 2015

Type	Date	Num	Name	Memo	Paid Amount	Balance
Ordinary Income/Expense						
Expense						
DEP 200 GEN SERVICES						
296-200-728.000 OPER SUPPLIES						
Bill	09/24/2015		DayStarr Communi...	Phone forwarding service 10/1/15...	15.20	15.20
Total 296-200-728.000 OPER SUPPLIES					15.20	15.20
296-200-831.000 MAINTENANCE						
Bill	09/10/2015		Kelly's Refuse	Downtown Trash Service 8/1/15 -...	500.00	500.00
Bill	09/24/2015		Jeffry Adams	Downtown Watering - August 2015	415.65	915.65
Total 296-200-831.000 MAINTENANCE					915.65	915.65
296-200-999.101 MANAGER WAGES						
Bill	09/10/2015		Joshua Adams	Manager Wages 8/28/15 to 9/11/15	2,115.38	2,115.38
Bill	09/24/2015		Joshua Adams	Manager Wages 9/11/15 to 9/25/15	2,115.38	4,230.76
Total 296-200-999.101 MANAGER WAGES					4,230.76	4,230.76
Total DEP 200 GEN SERVICES					5,161.61	5,161.61
DEP 695 ORGANIZATION EXPENSES						
296-695-818.000 ORG WK PLNS						
296-695-818.000-VOLPARTY						
Cre...	09/14/2015		Meijer	Supplies for Party in the Plaza	141.84	141.84
Bill	09/24/2015		It's a Deli Thing	Supplies for Party in the Plaza	61.00	202.84
Total 296-695-818.000-VOLPARTY					202.84	202.84
Total 296-695-818.000 ORG WK PLNS					202.84	202.84
Total DEP 695 ORGANIZATION EXPENSES					202.84	202.84
DEP 696 PROMOTION EXPENSES						
296-696-818.000 PRO WK PLNS						
296-696-818.000-ARTWALK						
Bill	09/10/2015		Gilbert's Do It Best	Artwalk Banner supplies	17.91	17.91
Bill	09/10/2015		American Speedy P...	Artwalk Posters	42.00	59.91
Bill	09/17/2015		Phil DePeal	Art Bike-1st Place Award Winner	200.00	259.91
Bill	09/17/2015		Marcia Wert	ArtBike - 2nd Place Award Winner	125.00	384.91
Bill	09/17/2015		Robin DePeal	ArtBike - 3rd Place Award Winner	75.00	459.91
Bill	09/24/2015		Nicholas Pidek	Artwalk Graphic Design & Consul...	500.00	959.91
Cre...	09/29/2015		Facebook	Artwalk Promotions	207.08	1,166.99
Total 296-696-818.000-ARTWALK					1,166.99	1,166.99
296-696-818.000-GLOW						
Bill	09/10/2015		Gilbert's Do It Best	Event Sign supplies	104.61	104.61
Bill	09/24/2015		Sue Treen	Glow Owosso Supply Reimburse...	275.32	379.93
Cre...	09/29/2015		Facebook	Glow Promotions	37.63	417.56
Total 296-696-818.000-GLOW					417.56	417.56
Total 296-696-818.000 PRO WK PLNS					1,584.55	1,584.55
Total DEP 696 PROMOTION EXPENSES					1,584.55	1,584.55
DEP 697 DESIGN EXPENSES						
296-697-818.000 DES WK PLNS						
296-697-818.000-FLOWER PROGRAM						
296-697-818.000-BED PLANTS						
Bill	09/10/2015		Lorraine Weckwert	Flowers for downtown flower beds	74.41	74.41
Total 296-697-818.000-BED PLANTS					74.41	74.41
Total 296-697-818.000-FLOWER PROGRAM					74.41	74.41
Total 296-697-818.000 DES WK PLNS					74.41	74.41
Total DEP 697 DESIGN EXPENSES					74.41	74.41
Total Expense					7,023.41	7,023.41

10:47 AM
10/05/15
Cash Basis

Owosso Main Street
Check Register - By Account Number
September 2015

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Memo</u>	<u>Paid Amount</u>	<u>Balance</u>
Net Ordinary Income					-7,023.41	-7,023.41
Net Income					-7,023.41	-7,023.41

September Budget Report



Owosso Main Street
Profit & Loss Budget vs. Actual
 July 1 through October 5, 2015

<u>Ordinary Income/Expense</u>	<u>Jul 1 - Oct 5, 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Income			
296-000-401.403 GEN PROP TAX	24,712.32	27,700.00	-2,987.68
296-000-401.405 TIF	0.00	149,300.00	-149,300.00
296-000-671.676 DESIGN INCOME			
296-000-671.676-FLOWER PROGRAM	229.00	0.00	229.00
Total 296-000-671.676 DESIGN INCOME	229.00	0.00	229.00
296-000-671.678 PRO INCOME			
296-000-671.678-ARTWALK	1,400.00	0.00	1,400.00
296-000-671.678-GLOW	975.00	0.00	975.00
Total 296-000-671.678 PRO INCOME	2,375.00	0.00	2,375.00
Total Income	27,316.32	177,000.00	-149,683.68

Owosso Main Street
Profit & Loss Budget vs. Actual
July 1 through October 5, 2015

	<u>Jul 1 - Oct 5, 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Expense			
DEP 200 GEN SERVICES			
296-200-728.000 OPER SUPPLIES	339.37	1,000.00	-660.63
296-200-818.000 CONTRACT SER	0.00	2,800.00	-2,800.00
296-200-831.000 MAINTENANCE	6,903.85	17,000.00	-10,096.15
296-200-858.000 MEMBER + DUES	0.00	500.00	-500.00
296-200-860.000 ED + TRAINING	0.00	1,000.00	-1,000.00
296-200-999.101 MANAGER WAGES	12,692.28	55,000.00	-42,307.72
Total DEP 200 GEN SERVICES	19,935.50	77,300.00	-57,364.50
DEP 695 ORGANIZATION EXPENSES			
296-695-728.000 OPER SUPPLIES	131.20	0.00	131.20
296-695-818.000 ORG WK PLNS			
296-695-818.000-VOLPARTY	202.84	0.00	202.84
296-695-818.000 ORG WK PLNS - Other	0.00	1,000.00	-1,000.00
Total 296-695-818.000 ORG WK PLNS	202.84	1,000.00	-797.16
Total DEP 695 ORGANIZATION EXPENSES	334.04	1,000.00	-665.96
DEP 696 PROMOTION EXPENSES			
296-696-818.000 PRO WK PLNS			
296-696-818.000-ARTWALK	1,426.41	500.00	926.41
296-696-818.000-GLOW	578.56	6,000.00	-5,421.44
296-696-818.000-MKTCAMP	111.00	0.00	111.00
296-696-818.000-PALOOZA	300.00	0.00	300.00
Total 296-696-818.000 PRO WK PLNS	2,415.97	6,500.00	-4,084.03
Total DEP 696 PROMOTION EXPENSES	2,415.97	6,500.00	-4,084.03
DEP 697 DESIGN EXPENSES			
296-697-818.000 DES WK PLNS			
296-697-818.000-FLOWER PROGRAM			
296-697-818.000-BED PLANTS	273.31	0.00	273.31
296-697-818.000-FLOWER PROGRAM - Other	0.00	6,800.00	-6,800.00
Total 296-697-818.000-FLOWER PROGRAM	273.31	6,800.00	-6,526.69
Total 296-697-818.000 DES WK PLNS	273.31	6,800.00	-6,526.69
Total DEP 697 DESIGN EXPENSES	273.31	6,800.00	-6,526.69
DEP 698 ER EXPENSES			
296-698-818.000 ER WK PLNS	248.28	500.00	-251.72
Total DEP 698 ER EXPENSES	248.28	500.00	-251.72
DEP 901 - CAPITAL OUTLAY			
296-901-965.730 CAPITOL BOWL	0.00	10,000.00	-10,000.00
Total DEP 901 - CAPITAL OUTLAY	0.00	10,000.00	-10,000.00

Owosso Main Street
Profit & Loss Budget vs. Actual
July 1 through October 5, 2015

	<u>Jul 1 - Oct 5, 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>
DEP 966 TRANSFER OUT			
296-966-999.397 SIDEWALK FUND	18,843.75	75,400.00	-56,556.25
Total DEP 966 TRANSFER OUT	<u>18,843.75</u>	<u>75,400.00</u>	<u>-56,556.25</u>
Total Expense	<u>42,050.85</u>	<u>177,500.00</u>	<u>-135,449.15</u>
Net Ordinary Income	<u>-14,734.53</u>	<u>-500.00</u>	<u>-14,234.53</u>
Net Income	<u><u>-14,734.53</u></u>	<u><u>-500.00</u></u>	<u><u>-14,234.53</u></u>

Pending Payments
As of 10/5/15



10:48 AM

10/05/15

**Owosso Main Street
Unpaid Bills Detail
As of October 5, 2015**

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Due Date</u>	<u>Aging</u>	<u>Open Balance</u>
City of Owosso					
Bill	10/02/2015		10/09/2015		409.44
Bill	09/23/2015		11/20/2015		18,843.75
Total City of Owosso					19,253.19
Corunna High School					
Bill	10/02/2015		10/09/2015		100.00
Total Corunna High School					100.00
Sunburst Gardens Inc					
Bill	09/16/2015		10/15/2015		1,625.00
Total Sunburst Gardens Inc					1,625.00
TOTAL					20,978.19

Account Balance
As of 10/5/15



Owosso Main Street
Checking Account Balance
As of October 5, 2015

Checking Account = **\$62,409.86**

September Committee Notes

ER Meeting

Design Meeting

Org & Promo did not meet in September





MEETING NOTES

ER Committee Meeting Notes

Friday, September 3, 2015

1:00pm – 2:00pm @ Courtside Cafe

Purpose of Meeting: Regular Meeting	Attendees: Josh Adams Lorraine Weckwert Lance Omer Alaina Kraus Rick Hebert Theresa Trecha
Notes Prepared By: Josh Adams & Lance Omer	
Additional Information:	

BUSINESS VISITATION WORK PLAN:

The committee approved both the purchase of lanyards for the Ask Owosso teams and the folders for the Welcome Packets. The committee will start implementing the Ask Owosso team in October.

MARKET STUDY RESOURCES

Rick agreed to create a one page write-up to go with our informational flyer to help explain the committee's purpose for handing out the market study material. This write-up will be used when providing any information from the market study.

NEW MEMBERS

The committee was encouraged to start looking for additional members. They are looking for people interested in implementing work plans and creating more ideas.

BUSINESS RECRUITMENT

Lance shared with the group about the Businesses Recruitment meeting in August. The purpose is to start courting new business into our downtown.

Action Items: <i>Action:</i>	<i>Assigned to:</i>	<i>Due Date:</i>
Purchase lanyards & folders (Committee Approved)	Lance & Josh	9/30/15



MEETING NOTES

Design Committee Meeting Notes

Tuesday, September 15, 2015

8:45am – 10:00am @ City Hall: Lower-level Conference Room

<p>Purpose of Meeting: Regular, Monthly Meeting</p>	<p>Attendees: Josh Adams Thomas Ainsworth Susan Montenegro Kathryn Gehrs-Pahl Lorraine Weckwert Absent: Schafer Fox Bill Gilbert</p>
<p>Notes Prepared By: Lorraine Weckwert</p> <p>Additional Information: None</p>	

Notes:

WAY-FINDING SIGNS:

Dave & Josh to meet to approve the Agnew proposal and get inserts ordered – 9/30
 Wayfinding poles will be ordered with SL&H in the beginning of October

DRINKING GLASS FUNDRAISER:

The committee agrees that having a booth at the next Oktoberfest event will be the best way to sell the remaining glasses. The funds generated from these sales will help decorate for Christmas.

FLOWER PROGRAM:

Flower program is slowing down. All baskets have been removed; flowerbed watering will stop sometime in October.

BIKE RACKS:

Contact has been made with Baker College. They have agreed to build bike-racks – moving forward, the question will be, “Who pays for materials”. OMS might have to find an additional sponsor to pay for materials.

I SPY GAME:

Fernando is still collecting photos. They will be provided to the committee in October for selection and game development.

CLEANING & PAINTING WORK PLAN:

This work plan will be slowing down during the cold weather months. They will be helping the Promotion Committee during the Decorate Downtown event.