



Regular Meeting Agenda
Owosso DDA/Main Street

Wednesday March 4, 2016, 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: March 4, 2016

Review and approval of minutes: February 3, 2016

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 (December & January) (Resolution)
- 2) Budget Report/Budget Updates..... (Discussion)
- 3) 2016/2017 Budget Approval (Resolution)
- 4) Secretary Service Contract Approval (Bridget Cannon) (Resolution)
- 5) Façade Grant Update (Susan)..... (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.]

February Board Meeting Minutes



REGULAR MEETING MINUTES
OWOSSO DDA / MAIN STREET
Council Chambers, City Hall
February 3, 2016 – 7:30 am.

MEETING CALLED TO ORDER at 7:52 a.m. by Bill Gilbert.

ROLL CALL was taken by Executive Director Josh Adams.

MEMBERS PRESENT: Vice-Chairman Bill Gilbert, Authority Members Kevin Wiles, Ken Cushman, Lance Omer, Shar Haskins

MEMBERS ABSENT: Chairman Dave Acton, Authority Members Ben Frederick, Theresa Trecha

OTHERS PRESENT: Josh Adams, Main Street Manager; Susan Montenegro, City of Owosso

AGENDA:

MOTION BY AUTHORITY MEMBER WILES SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE AGENDA FOR FEBRUARY 3, 2016.
YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER WILES, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE MINUTES FOR THE MEETING OF DECEMBER 2, 2015
YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

None

COMMITTEE UPDATES

1) Design

Still pending state approval on the wayfinding signs.

Flower program sponsorship letters have been drafted and will be sent out soon.

Committee worked with Michigan Main Street (MMS) to select 3 downtown properties to receive free façade design services: 115 N. Washington St; 216 W. Main St; and 112 N. Washington St.

2) Economic Restructuring

The Committee met in January and discussed work plans for the next fiscal year. They agree that maintaining the same work plans as the prior year will be beneficial. It will allow them to implement the “Ask Owosso Team” and grow the Business Recruitment plan into a larger scope of work.

A special meeting will be taking place with MMS on Friday, February 26th from Noon – 1pm at the Hot Spot Lounge to discuss Succession Planning for small businesses. MMS is

collaborating with Owosso Main Street to explore the viability of such services to other Main Street communities throughout the state.

3) Organization

The committee met in January with 3 new committee members. The meeting consisted of informal training educating new members about the Main Street program and its history in Owosso.

MMS will be in town on February 25th to formally train all new committee members.

4) Promotion

The committee met in January and discussed the upcoming calendar of events in the downtown district. The first major event is on Saturday, February 13th from 10am – 2pm = The Chocolate Walk.

Over 18 people attended January's Business Owners meeting. Owners also discussed upcoming events along with marketing, cross-collaboration, and a proposed, future advertising campaign that would involve YouTube.

ITEMS OF BUSINESS:

1. CHECK REGISTER APPROVAL.

SEE BOARD PACKET FOR CHECK REGISTER

MOTION BY AUTHORITY MEMBER OMER, SUPPORTED BY AUTHORITY MEMBER WILES TO APPROVE THE CHECK REGISTER FOR JANUARY 2016 AS PRESENTED. YEAS ALL. MOTION CARRIED.

2. BUDGET REPORT/BUDGET UPDATES

The board reviewed the budget, no comments made.

3. OMS INDEPENDENT AUDIT REPORT

Mr. Adams introduced the independent audit conducted by the Rehmann Group. This is the yearly audit reviewing the financials of the program. Mr. Adams point out two points to of the audit:

- OMS had an increase in fund balance this past year of \$24,722.00; and
- Rehmann found one error in the program's record keeping. An entry of the Wesener DDA loan payment was entered into the system wrong (interest & principal were not separated). This error has already been fix by the OMS accountant & the proper journal entries have been filed.

4. NEW OMS/DDA TREASURER

Upon talks with the board and OMS staff, Ken Cushman has agreed to become the OMS/DDA Treasurer.

MOTION BY AUTHORITY MEMBER WILES, SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE AUTHORITY MEMBER KEN CUSHMAN AS TREASURER.
YEAS ALL. MOTION CARRIED.

5. FAÇADE GRANT UPDATE

Ms. Montenegro stated that everything is on schedule. The City and prospective property owners will be meeting with an architect in the weeks to come to start collecting costs for each property.

6. APPLICATION-BASED SERVICES

Mr. Adams introduced the MMS Application-Based services offered by the state program this year. Some of the applications for services require a board vote to pursue them. Mr. Adams recommended a vote to approve the completion of all applications for submission to MMS.

MOTION BY AUTHORITY MEMBER CUSHMAN, SUPPORTED BY AUTHORITY MEMBER WILES TO APPROVE COMPLETION OF THE APPLICATION-BASED SERVICES AS PRESENTED.
YEAS ALL. MOTION CARRIED.

7. NEW OMS/DDA SECRETARY

Mr. Adam stated that the board needs to find a secretary for the organization now that former authority member Alaina Krauss is now gone.

Mr. Gilbert recommended getting quotes from the City to see how much they would charge to have staff take minutes during meetings.

8. NEXT MONTH: BUDGET APPROVAL

Mr. Adams reminded the board that next month's meeting will be involve approving the budget for the next fiscal year.

PUBLIC / BOARD / STAFF COMMENTS:

None.

MOTION MADE BY OMER, SUPPORTED BY AUTHORITY MEMBER WILES TO ADJOURN AT 9:11 AM.
YEAS ALL. MOTION CARRIED.

Josh Adams, Executive Director

February Check Register
By Check Number



11:08 AM

02/29/16

Owosso Main Street

Check Register - By Check Number

February 2016

Num	Date	Name	Memo	Account	Paid Amount
2246	02/11/2016	City of Owosso	Fall 2015 LTGO Bond Pay...	296-000-101.250 Checking #0425	
	09/23/2015		Fall 2015 LTGO Bond Paym...	296-966-999.397 SIDEWALK FUND	-18,843.75
TOTAL					-18,843.75
2247	02/11/2016	Kelly's Refuse	Downtown Trash Service	296-000-101.250 Checking #0425	
	02/09/2016		Downtown Trash Service - J...	296-200-831.000 MAINTENANCE	-500.00
TOTAL					-500.00
2248	02/11/2016	American Speedy Print	Pint work for shopping ev...	296-000-101.250 Checking #0425	
	02/09/2016		Pint work for shopping events	296-696-818.000-GLOW	-102.00
TOTAL					-102.00
2249	02/11/2016	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425	
	02/11/2016		Manager Wages 1/30/16 to ...	296-200-999.101 MANAGER WAGES	-2,115.38
TOTAL					-2,115.38
2250	02/26/2016	Joshua Adams	VOID: Manager Wages	296-000-101.250 Checking #0425	
TOTAL					0.00
2251	02/26/2016	American Speedy Print	Chocolate Walk - map pri...	296-000-101.250 Checking #0425	
	02/26/2016		Chocolate Walk - map printi...	296-696-818.000-GLOW	-60.00
TOTAL					-60.00
2252	02/26/2016	DayStarr Communication	Phone forwarding service	296-000-101.250 Checking #0425	
	02/26/2016		Phone forwarding service 3/...	296-200-728.000 OPER SUPPLIES	-15.23
TOTAL					-15.23
2253	02/26/2016	Jons Are Us, LLC.	Portable restroom rental f...	296-000-101.250 Checking #0425	
	02/26/2016		Portable restroom rental for ...	296-696-818.000-GLOW	-154.88
TOTAL					-154.88
2254	02/26/2016	First Bank Card	March CC payment	296-000-101.250 Checking #0425	
	02/26/2016		March CC payment	296-000-202.100 Credit Card	-57.48
TOTAL					-57.48
2255	02/26/2016	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425	
	02/26/2016		Manager Wages 2/13/16-02...	296-200-999.101 MANAGER WAGES	-2,115.38
TOTAL					-2,115.38

Budget Report
as of February 29, 2016



Owosso Main Street
Profit & Loss Budget vs. Actual
July 2015 through February 2016

<u>Ordinary Income/Expense</u>	<u>Jul '15 - Feb 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Income			
296-000-401.403 GEN PROP TAX	27,199.17	27,700.00	-500.83
296-000-401.405 TIF	19,552.51	149,300.00	-129,747.49
 296-000-671.676 DESIGN INCOME			
296-000-671.676-FLOWER PROGRAM	847.00	0.00	847.00
Total 296-000-671.676 DESIGN INCOME	847.00	0.00	847.00
 296-000-671.678 PRO INCOME			
296-000-671.678-ARTWALK	1,400.00	0.00	1,400.00
296-000-671.678-GLOW	11,745.91	0.00	11,745.91
296-000-671.678-MKTCAMP	50.00	0.00	50.00
296-000-671.678-PALOOZA	200.00		
Total 296-000-671.678 PRO INCOME	13,395.91	0.00	13,395.91
 296-000-671.694 MISC	14.41	0.00	14.41
Total Income	61,009.00	177,000.00	-115,991.00

Owosso Main Street
Profit & Loss Budget vs. Actual
July 2015 through February 2016

	Jul '15 - Feb 16	Budget	\$ Over Budget
Expense			
DEP 200 GEN SERVICES			
296-200-728.000 OPER SUPPLIES	550.30	1,000.00	-449.70
296-200-818.000 CONTRACT SER	3,000.00	2,800.00	200.00
296-200-831.000 MAINTENANCE	12,338.08	17,000.00	-4,661.92
296-200-858.000 MEMBER + DUES	489.00	500.00	-11.00
296-200-860.000 ED + TRAINING	111.29	1,000.00	-888.71
296-200-999.101 MANAGER WAGES	35,961.46	55,000.00	-19,038.54
Total DEP 200 GEN SERVICES	52,450.13	77,300.00	-24,849.87
DEP 695 ORGANIZATION EXPENSES			
296-695-728.000 OPER SUPPLIES	362.23	0.00	362.23
296-695-818.000 ORG WK PLNS			
296-695-818.000-VOLPARTY	280.60		
296-695-818.000 ORG WK PLNS - Other	0.00	1,000.00	-1,000.00
Total 296-695-818.000 ORG WK PLNS	280.60	1,000.00	-719.40
Total DEP 695 ORGANIZATION EXPENSES	642.83	1,000.00	-357.17
DEP 696 PROMOTION EXPENSES			
296-696-818.000 PRO WK PLNS			
296-696-818.000-ARTWALK	1,526.41	500.00	1,026.41
296-696-818.000-GLOW	9,573.67	6,000.00	3,573.67
296-696-818.000-MKTCAMP	111.00		
296-696-818.000-PALOOZA	387.00		
Total 296-696-818.000 PRO WK PLNS	11,598.08	6,500.00	5,098.08
Total DEP 696 PROMOTION EXPENSES	11,598.08	6,500.00	5,098.08
DEP 697 DESIGN EXPENSES			
296-697-818.000 DES WK PLNS			
296-697-818.000-CHRISTMAS	600.00	0.00	600.00
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	47.95	6,800.00	-6,752.05
Total 296-697-818.000-FLOWER PROGRAM	321.26	6,800.00	-6,478.74
Total 296-697-818.000 DES WK PLNS	921.26	6,800.00	-5,878.74
296-697-974.000-WAYFINDING	3,239.04		
Total DEP 697 DESIGN EXPENSES	4,160.30	6,800.00	-2,639.70
DEP 698 ER EXPENSES			
296-698-818.000 ER WK PLNS	480.32	500.00	-19.68
Total DEP 698 ER EXPENSES	480.32	500.00	-19.68
DEP 901 - CAPITAL OUTLAY			
296-901-965.730 CAPITOL BOWL	1,789.44	10,000.00	-8,210.56
Total DEP 901 - CAPITAL OUTLAY	1,789.44	10,000.00	-8,210.56
DEP 966 TRANSFER OUT			
296-966-999.397 SIDEWALK FUND	18,843.75	75,400.00	-56,556.25
Total DEP 966 TRANSFER OUT	18,843.75	75,400.00	-56,556.25
Total Expense	89,964.85	177,500.00	-87,535.15
Net Ordinary Income	-28,955.85	-500.00	-28,455.85
Net Income	-28,955.85	-500.00	-28,455.85

Pending Payments
as of February 29, 2016



11:27 AM

02/29/16

**Owosso Main Street
Unpaid Bills Detail
As of February 29, 2016**

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Due Date</u>	<u>Aging</u>	<u>Open Balance</u>
Sunburst Gardens Inc					
Bill	09/16/2015		10/15/2015	137	1,625.00
Total Sunburst Gardens Inc					1,625.00
TOTAL					1,625.00

Account Balance
as of February 29, 2016



Owosso Main Street
Checking Account Balance
As of February 29, 2016

Checking Account = **\$28,005.44**

Committee Notes

Promotion

Economic Restructuring

Design

Organization (postponed due to weather)

Business Owners (occurred on 2/29/16 – after packet was completed)





MEETING NOTES

Promotion Committee Meeting Notes

Wednesday, February 17, 2016

8:00am – 9:30am @ Foster Coffee Company

Purpose of Meeting: Regular, Monthly Meeting	Attendees:
Notes Prepared By: Josh Adams	John Hankerd Josh Adams
Additional Information:	Kim Springsdorf Sue Treen
	Tracey Peltier Robert Doran
	Theresa Stechschulte Kevin Wiles
	Dave Acton Jon Moore
	Lorraine Austin Absent:
	Debbie Gilbert

Notes:

CHOCOLATE WALK WRAP-UP:

- The committee talked about the positives & negatives of the Chocolate Walk.
 - While the weather limited the attendees, initial numbers indicate that people were spending money during this event.
- Many businesses reported between 80-90 people attended the event.
- The committee suggested that next year's event have an entry fee/ticket charge. This would allow for each business to offer higher quality chocolates and be a potential fundraiser for OMS.

EVENT DATES:

- The committee reviewed the event calendar and made appropriate updates (see attached calendar).
- After February's Business Owner meeting all OMS events will be finalized through December 2016.

WORK PLAN BRAINSTORMING 2016/2017

Josh informed the committee that the committee's budget will be increased next year. The committee should be developing new ideas to implement with the increased budget.

PROMOTIONAL MATERIALS:

- **Downtown Map** – Nicholas Pidek's proposal has been accepted by the CVB and OMS. CVB will be funding 70% of the project and OMS will cover the other 30%.
- **Phone Booth** – Don Marrah's proposal was accepted by the CVB – Don will be picking up the phone booth for restoration in the next couple weeks.
- **Downtown App** – It is pending Josh A. to sign up all developer information so it can go to Apple & Google for approval.

Our next meeting will be on Wednesday, March 16th – same time, same place.

Action Items: <u>Action:</u>	<u>Assigned to:</u>	<u>Due Date:</u>
Talk to TOT Committee about Made in Owosso collaboration	Kim S.	3/5/16
Get map completion date from Nicholas	Kim S.	3/5/16
Finish developer sign-up for Downtown App	Josh A.	2/29/16
Continue to plan & set final dates for shopping events (via email)	Committee	3/1/16



Owosso Main Street Upcoming/Possible 2016 Events

February 2016

- 2/13 = Chocolate Walk
- 2/27 = Concerts at the Castle (OHC)

March 2016

- 3/12-13 = Home, Garden, Business Expo (*a collaboration with the Chamber & Farmer's Market*)
- 3/12 = Lucky Leprechaun 5K Run/Walk (*Stretch*)
 - "Oh Blarney Saturday" – coordinate sale & shopping events
- 3/26 = Concerts at the Castle (OHC)

April 2016

- NO Promotional Events – Planning month
- TBD = Downtown Cleanup
- 4/30 = Concerts at the Castle (OHC)

May 2016

- 5/7 = Downtown Farmer's Market Season Begins
 - Mother's Day Saturday (figure out name) – coordinate with businesses
- 5/21 = Concerts at the Castle (OHC)

June 2016

- 6/2-5 = Curwood Festival
- 6/18 = Summer Solstice 5K Run/Walk
 - Possible OMS "Block Party" (The Taste & Sound of Owosso)
- 6/24 = Made in Owosso Begins – runs through September (OHC)

July 2016

- TBD = Sidewalk Sales & Chalk Art Contest (*pending JC Penny sale dates*)
- 7/28 = Moonlight Market (*Farmer's Market event*)
- 7/30 = River Cleanup (Friends of the Shiawassee River)

August 2016

- TBD = Tour Our Town (*pending Committee decision*)
- TBD = Summer shopping event??

September 2016

- 9/9-10 = Owosso ArtWalk & ArtBike
- 9/11 = Harvest Dinner (SAC)
- 9/17 = Historic Home Tour
- 9/18 = Made in Owosso Ends (OHC)

October 2016

- 10/14-15 = OktoberFest (*Chamber event*)
- TBD = Owossopalooza (*new Committee might change date*)
- 10/22 & 28 = Gould Ghost Haunt (OHC)
- 10/29 = Downtown Trick or Treat

November 2016

- 11/25 = Glow Owosso
- 11/26 = Small Business Saturday

December 2016

- 11/18 – 12/18 = Polar Express Train Excursions (*SRI event*)
- TBD = Retail shopping events (*pending coordination*)
- 12/8 = OHC Holiday Celebration



MEETING NOTES

Design Committee Meeting Notes

Tuesday, February 16, 2016

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

Purpose of Meeting: Regular, Monthly Meeting	Attendees: Josh Adams Schafer Fox Bill Gilbert Kathryn Gehrs-Pahl Thomas Ainsworth Lorraine Weckwert Absent:
Notes Prepared By: Josh Adams	
Additional Information:	

Notes:

MMS DESIGN SERVICES

Debra Johnson has started the Design Services on 4 Applicants. She has met with 2 property owners and plans to meet with the other 2 in the weeks to come. She has started the process and intends to have all for design services completed by spring.

WAY-FINDING SIGNS:

All materials are in with the exception of inserts. Production of the inserts will not take place until after MDOT approves the locations of the signs. MDOT approval is the only thing delaying the installation of the signs. Upon approval the inserts will be made and sign will be installed. Josh will be checking with Mark Mitchell on the progress of approval.

FLOWER PROGRAM:

An idea was brought up by the committee to see if Crooked Tree Nursery would be interested in adopting Main Street Plaza and help with replanting the area. OMS would designate the area as "Crooked Tree Gardens". Crooked Tree would fully fund the replacement of plantings and OMS would find volunteers to help maintain the area. Thomas stated that he would approach Eddie about this opportunity.

BIKE RACKS:

After much research it appears that using Baker College to manufacture the bike racks at \$350 per rack will be much cheaper than purchasing them out of a catalog, as comparable racks online cost between \$600-\$700 per rack. Josh and Bill will be contacting Baker College to finalize plans. Upon Baker's approval to complete the racks an aggressive sponsorship plan will need to be implemented by the committee.

PHONE BOOTH:

Josh informed the committee of the Historic Phone Booth restoration project with the CVB. Don Marrah will be restoring a historic phone booth for installation in Main Street Plaza as a promotional & information station.

HB 5232 & SB 740:

The committee discussed the upcoming bills restricting Historical Districts throughout the state. Lorraine agreed to help lead an effort on education local stakeholders of the current HDC bill (PA169) and the implications of the above referenced changes.



MEETING NOTES

ER Committee Meeting Notes

Friday, February 19, 2016

12:00pm – 1:30pm @ The Bagelman

Purpose of Meeting: Regular Monthly Meeting	Attendees: Josh Adams Rick Hebert Lance Omer Theresa Trecha Lorraine Weckwert Absent:
Notes Prepared By: Josh Adams Additional Information: This meeting was setup earlier than our regular scheduled meeting due to the Succession Planning Meeting being set for the last Friday in February.	

PRIMARY DISCUSSION:

During this meeting the committee spend a majority of the time discussing two topics:

1. Succession Planning Meeting (2/26) = the committee discussed set-up, RSVPS, & flow of the meeting.
2. New Building Inspector = the committee discussed the City hiring a new building inspector. Much discussion was conducted around the idea of having him meeting with the committee to help develop new processes in educating local stakeholders on building code & development processes. The goal of this collaboration would be to create a better working relationship between developers & the building department.

BUSINESS VISITATION WORK PLAN:

The committee agreed to use March's meeting to further refine this work plan and create action items to complete implementation.

Next Meeting date is Friday, March 25th at 9am at The Bagelman.

2016/2017 Budget Development

2016/2017 Budget Breakdown

2016/2017 City Budget Form

2014/2015 Final Budget

2016 Board Retreat Notes





Owosso DDA/Main Street

**Budget Breakdown
Fiscal Year 2016/2017**

REVENUE

Tax	unknown use last year's numbers	\$33,867.86
TIF	unknown use last year's numbers	\$156,889.64
<i>TOTAL</i>		<i>\$190,757.50</i>

EXPENSES

DDA Expenses

Capitol Bowl	\$9,000
Downtown Renovation "Sidewalk" Fund	\$75,400
Maintenance	\$21,000
Contracted Services	\$3,100
TOTAL	\$108,500

OMS Operating Expenses

Manager Wages	\$55,000
Operating Supplies	\$2,000
Membership + Dues	\$1,000
Education/Training	\$1,500
TOTAL	\$59,500

Owosso Main Street Work Plan Net Expenses

Promotion	\$8,500
Organization	\$2,500
Design	\$8,000
Economic Restructuring	\$1,500
TOTAL	\$20,500

TOTAL Expense ***\$188,500***

OTHER FUNDS

Bond Expenses	
Planned Bond Expenses	\$0.00
TOTAL	\$0.00

GL NUMBER	DESCRIPTION	2010-11 ACTIVITY	2011-12 ACTIVITY	2012-13 ACTIVITY	2013-14 ACTIVITY	2014-15 ACTIVITY	2015-16 ORIGINAL BUDGET	2015-16 ACTIVITY THRU 01/31/16	2016-17 REQUESTED BUDGET
Fund 296 - DOWNTOWN DEVELOPMENT AUTHORITY									
APPROPRIATIONS									
Dept 200-GEN SERVICES									
296-200-728.000	OPERATING SUPPLIES						1,000.00	550.30	2,000.00
296-200-740.000	OPERATING SUPPLIES II								
296-200-801.000	PROFESSIONAL SERVICES: ADMINISTRATIVE								
296-200-802.000	ADVERTISING								
296-200-818.000	CONTRACTUAL SERVICES						2,800.00	3,000.00	3,100.00
296-200-831.000	MAINTENANCE						17,000.00	12,338.08	21,000.00
296-200-858.000	MEMBERSHIPS & DUES						500.00	489.00	1,000.00
296-200-860.000	EDUCATION & TRAINING						1,000.00	111.29	1,500.00
296-200-999.101	CONTRIBUTION-GF ADMIN								
296-200-999.101	MANAGER WAGES						55,000.00	35,961.46	55,000.00
Totals for dept 200-GEN SERVICES							77,300.00	52,450.13	83,600.00
Dept 695-ORGANIZATION									
296-695-728.000	SUPPLIES						1,000.00	642.83	2,500.00
296-695-818.000	WORK PLAN EXPENDITURES								
296-695-858.000	MEMBERSHIPS & DUES								
296-695-860.000	EDUCATION & TRAINING								
296-695-999.101	MSM WAGES								
Totals for dept 695-ORGANIZATION							1,000.00	642.83	2,500.00
Dept 696-PROMOTION									
296-696-728.000	SUPPLIES						6,000.00	11,598.08	8,500.00
296-696-802.000	ADVERTISING								
296-696-818.000	WORK PLAN EXPENDITURES								
296-696-818.700	FARMER'S MARKET								
296-696-818.720	ARTISAN MARKET								
296-696-818.730	ART WALK								
296-696-818.740	HARVESTFEST								
296-696-818.750	GLOW								
Totals for dept 696-PROMOTION							6,000.00	11,598.08	8,500.00
Dept 697-DESIGN									
296-697-728.000	OPERATING SUPPLIES						6,800.00	4,160.30	8,000.00
296-697-818.000	WORK PLAN EXPENDITURES								
296-697-818.700	CONTRACTUAL SERVICES-BASKETS								
296-697-831.000	MAINTENANCE								
296-697-974.000-WA\WAYFINDING									
296-697-974.000-WO\WOODARD PLACE									
Totals for dept 697-DESIGN							6,800.00	4,160.30	8,000.00
Dept 698-ER									
296-698-818.000	WORK PLAN EXPENDITURES						500.00	480.32	1,500.00
Totals for dept 698-ER							500.00	480.32	1,500.00
Dept 901-CAPITAL OUTLAY									
296-901-965.730	CAPITAL CONTRIBUTION-ECON DVMT						10,000.00	1,789.44	9,000.00
Totals for dept 901-CAPITAL OUTLAY							10,000.00	1,789.44	9,000.00
Dept 905-DEBT SERVICE									
296-905-980.991	PRINCIPAL								
296-905-980.995	INTEREST								
Totals for dept 905-DEBT SERVICE									
Dept 966-TRANSFERS OUT									
296-966-999.369	TRANSFER-DEBT SERVICE								
296-966-999.397	TRANSFER TO DEBT 2009 LTGO FUND						75,400.00	18,843.75	75,400.00
Totals for dept 966-TRANSFERS OUT							75,400.00	18,843.75	75,400.00
TOTAL APPROPRIATIONS							177,000.00	89,964.85	188,500.00

Owosso Main Street
Profit & Loss Budget vs. Actual
July 1, 2014 through June 1, 2015

	Jul 1, '14 - Jun 1, 15	Budget	\$ Over Budget
Ordinary Revenue/Expense			
Revenue			
296-000-401.403 GEN PROP TAX	33,867.86	33,900.00	-32.14
296-000-401.405 TIF	156,889.64	157,000.00	-110.36
296-000-671.676 DESIGN INCOME			
296-000-671.676-FLOWER PROGRAM	3,411.00	3,500.00	-89.00
296-000-671.676-WAYFINDING	9,000.00	9,000.00	0.00
Total 296-000-671.676 DESIGN INCOME	12,411.00	12,500.00	-89.00
296-000-671.678 PRO INCOME			
296-000-671.678-ARTWALK	560.00	600.00	-40.00
296-000-671.678-GLOW	6,310.75	6,500.00	-189.25
296-000-671.678-MKTCAMP	250.00	250.00	0.00
Total 296-000-671.678 PRO INCOME	7,120.75	7,350.00	-229.25
296-000-671.679 ORG INCOME			
296-000-671.679-BUSSTEWARD	185.00	200.00	-15.00
Total 296-000-671.679 ORG INCOME	185.00	200.00	-15.00
296-000-671.694 MISC	26.59	30.00	-3.41
296-000-695.699 FUND BALANCE	6,793.40	6,793.40	0.00
Total Income	217,294.24	217,773.40	-479.16

Owosso Main Street
Profit & Loss Budget vs. Actual
July 1, 2014 through June 1, 2015

	Jul 1, '14 - Jun 1, 15	Budget	\$ Over Budget
Expense			
DEP 200 GEN SERVICES			
296-200-728.000 OPER SUPPLIES	1,121.65	1,200.00	-78.35
296-200-818.000 CONTRACT SER	5,423.08	5,500.00	-76.92
296-200-831.000 MAINTENANCE	21,975.90	22,000.00	-24.10
296-200-858.000 MEMBER + DUES	489.00	500.00	-11.00
296-200-860.000 ED + TRAINING	0.00	0.00	0.00
296-200-999.101 MANAGER WAGES	54,999.88	55,000.00	-0.12
Total DEP 200 GEN SERVICES	84,009.51	84,200.00	-190.49
DEP 695 ORGANIZATION EXPENSES			
296-695-728.000 OPER SUPPLIES	0.00	0.00	0.00
296-695-818.000 ORG WK PLNS			
296-695-818.000-EXPO	562.80	600.00	-37.20
Total 296-695-818.000 ORG WK PLNS	562.80	600.00	-37.20
DEP 695 ORGANIZATION EXPENSES - Other	0.00	0.00	0.00
Total DEP 695 ORGANIZATION EXPENSES	562.80	600.00	-37.20
DEP 696 PROMOTION EXPENSES			
296-696-818.000 PRO WK PLNS			
296-696-818.000-ARTWALK	525.25	600.00	-74.75
296-696-818.000-GLOW	10,550.12	11,000.00	-449.88
Total 296-696-818.000 PRO WK PLNS	11,075.37	11,600.00	-524.63
Total DEP 696 PROMOTION EXPENSES	11,075.37	11,600.00	-524.63
DEP 697 DESIGN EXPENSES			
296-697-818.000 DES WK PLNS			
296-697-818.000-CHRISTMAS	605.00	700.00	-95.00
296-697-818.000-FLOWER PROGRAM			
296-697-818.000-BASKETS	2,335.98	2,400.00	-64.02
296-697-818.000-BED PLANTS	4,937.31	5,000.00	-62.69
296-697-818.000-FLOWER PROGRAM - Other	881.40	900.00	-18.60
Total 296-697-818.000-FLOWER PROGRAM	8,154.69	8,300.00	-145.31
Total 296-697-818.000 DES WK PLNS	8,759.69	9,000.00	-240.31
Total DEP 697 DESIGN EXPENSES	8,759.69	9,000.00	-240.31
DEP 698 ER EXPENSES			
296-698-818.000 ER WK PLNS			
296-698-818.000-BUSXPROMO	75.20	80.00	-4.80
296-698-818.000 ER WK PLNS - Other	0.00	0.00	0.00
Total 296-698-818.000 ER WK PLNS	75.20	80.00	-4.80
Total DEP 698 ER EXPENSES	75.20	80.00	-4.80
DEP 901 - CAPITAL OUTLAY			
296-901-965.730 CAPITOL BOWL	8,145.00	8,200.00	-55.00
Total DEP 901 - CAPITAL OUTLAY	8,145.00	8,200.00	-55.00
DEP 966 TRANSFER OUT			
296-966-999.397 SIDEWALK FUND	74,035.00	75,400.00	-1,365.00
Total DEP 966 TRANSFER OUT	74,035.00	75,400.00	-1,365.00
296-000-695.698 APPROPRIATIONS TO FUND BALANCE	30,000.00	30,000.00	0.00
Total 296-000-695.698 APPROPRIATIONS TO FUND BALANCE	30,000.00	30,000.00	0.00
Total Expense	216,662.57	219,080.00	-2,417.43
Net Ordinary Income	631.67	-1,306.60	1,938.27
Net Income	631.67	-1,306.60	1,938.27



Owosso Main Street/DDA

Board Retreat/Strategic Planning Report

Monday, December 14, 2015, 5:00 p.m.

Owosso City Hall,

301 W. Main St.

Owosso, MI 48867

BACKGROUND

In January 2016 the Owosso Main Street/DDA (OMS) board held a strategic planning/priority setting in preparation for the 2016/17 programming year. The strategic planning process was hoped to assist with budget prioritization and further focus the direction of the OMS Program.

On December 14th, the Board of Directors gathered together to discuss the future direction of the program and to set priorities for the four committees. Under the Main Street model, communities take a four-point approach to tackle downtown revitalization in a comprehensive way. The four points (each with its own standing committee) are Organization, Design, Economic Restructuring and Promotions. The four points are meant to work together to create a healthy and attractive historic downtown with an engaged population being served by a number of diverse businesses.

STRUCTURE

Main Street is a volunteer-driven organization. While there is a paid employee in the form of a Main Street Manager, this employee is there to help guide the efforts of the board and program volunteers.

To give the committees direction, the MS Board of directors sets objectives and priorities allowing each committee to work towards those goals through the lens of their committee's skill set. Under these objectives, the committees create specific projects to help achieve the objectives. These projects should have specific tasks, goals and means to measure success.

Once projects are determined by committee members under board objectives and priorities, it is up to the committees to create a work plan for each project. The work plans should include all steps necessary to complete the plan, including a start and finish time for each task, as well as a budget and the person assigned to complete the task. One person should act as the chair for each project, taking the lead to make sure that the work plan is completed. Individual volunteers should be assigned to complete the individual tasks. The Main Street Manager's name should rarely be assigned to tasks and never as the chair of a project.

Once a work plan is completed, it is compiled with the other proposed project work plans to help determine an overall program budget. It is up to the board to either approve or deny a project and work plan, based on how the proposed project is slated to meet the board's objectives and how the work plan is laid out. Once a project is approved, the committee has the authority to carry out the tasks and complete the project without board interference.

MISSION STATEMENT

The board reviewed the mission statement developed for the organization during last year's board retreat:

"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."

The board agreed that this mission statement still fits the values of the organization and will remain for the 2016/2017 year.

VISION STATEMENT

The board reviewed the vision statement developed for the organization during last year's board retreat:

"Our downtown, bright with promise and potential, captures the spirit of community. It is a gathering place to work, eat, play, and stay. Downtown Owosso is rich with opportunities in art, entertainment, business, and learning. Owosso Main Street unites individuals, businesses, and local government to revitalize our historic downtown. It is a comprehensive approach that focuses on community assets and partnerships to preserve and promote historic Owosso."

The board agreed that this vision statement still fits the path the organization is planning, and will remain for the 2016/2017 year.

YEAR END ASSESSMENT

The purpose of the Year-End Assessment is to determine the progress the local Main Street program is making in the fulfillment of its vision, mission and work plan and identify areas and ways that MMS can continue to support the community in its community development efforts. The Assessment Team will use three primary tools to measure progress - the local programs' self-evaluation, the annual report and interviews with the board, committees and municipality.

Main Street communities are reviewed using the National Main Street Center's 10 Standards of Performance. Fulfillment of each of these 10 criteria leads a community to be a Nationally Accredited Main Street Community and continue its partnership with the Michigan Main Street Center.

10 Standards of Performance:

1. Broad-based Community Support
2. Vision & Mission Statements
3. Comprehensive Work Plan
4. Historic Preservation Ethic
5. Active Board and Committees
6. Adequate Operating Budget
7. Professional Management and Development
8. Program of Ongoing Training
9. Reporting of Key Statistics
10. National Main Street Network Membership

The 2015 Year End Assessment concluded that OMS has accomplished measurable achievements within the downtown district and is currently meeting the minimum expectations set forth for accreditation by the National Main Street Center (NMSC). As a result, OMS has official become a Master Level Main Street Community.

2015/16 GOALS & OBJECTIVES

During the 2016 Strategic Planning, the Board of Directors reviewed the prior year's goals and objective. It was determined by the board that the majority of these goals and objectives should be maintained for the upcoming year. While extensive progress has been made in achieving the objectives laid out during the prior year's retreat, the board agrees that additional application and refinement can be done.

COMMITTEE GOALS & OBJECTIVES

The Owosso Main Street Board determined the following committee goals for 2016/2017. Committee members will determine projects to help achieve the goals. These projects will be work planned by committee members. The only project that will be presented to the board are those that have a project chair and a completed work plan. These work plans will be presented to the board for approval. The board has the option to approve, decline or ask for changes to the plan. Final work plans will dictate the budget, which will be presented to city council for final

approval. Once approved, committees will follow the work plan, setting monthly meeting agendas by the work plans, as well as dictating the board, monthly agenda.

1. Revitalization and preservation of downtown properties, especially those which are vacant.
 - a. Objective #1: Façade Grant – Owosso is back in the Façade Grant Program offered by the MEDC. OMS staff will be assisting City staff in implementing the grant. The objective is to see up to 16 facades redeveloped in the next 2 years. OMS will use the tools that MMS offers (design services, volunteers, etc...) to help in aiding the grant process.
 - b. Objective #2: Education for Business Retention – Inform and educate our local stakeholders and the public on the importance of our historic downtown buildings, as well as the financial importance of a fully-occupied downtown. Offer additional educational opportunities to local business owners in an attempt to raise retention.
 - c. Objective #3: Business recruitment and promotion –The Main Street program can play matchmaker for new opportunities. Using the market study for data, start to educate, incentivize, and recruit the businesses to make downtown properties successful.
2. Broad-based communication and engagement with downtown stakeholders.
 - a. Objective #1: Communication – In order to be of assistance to the existing business community, you must first be seen as an ally. Continue to build personal & professional relationships with local property owners and business owners.
 - b. Objective #2: Strategic Partnerships – This effort can be tackled as a team by eliciting the help of volunteers, or other professionals that may interface with business owners on a regular basis. Create a stakeholder network for downtown Owosso. This will aid in the communication of upcoming services and events.
 - c. Objective #3: Needs Assessment – The best way to engage downtown stakeholders is to simply offer assistance. Local stakeholders need to know that OMS is here to help them. Getting an assessment of their needs is a great catalyst for engagement. OMS needs to expand their stakeholder network (property owners, business owners, residents, & customers).
3. Increase volunteer participation and engagement.
 - a. Objective #1: Volunteer Recruitment – Though this is often the most requested aspect of volunteer management, it is often the one least necessary for the successful volunteer program. Creating ways to educate stakeholders on the volunteer needs of the program will be key moving forward. A central “location” for volunteer opportunities through the Organization Committee would be very helpful.
 - b. Objective #2: Strategic volunteer partnerships – OMS has been very successful over the past year in collaborating with partner organizations, moving forward it will be important to draw from a diverse group of volunteer organizations (school districts, service clubs, and the church community).
 - c. Objective #3: Volunteer communication – With all the pieces in place, communication between volunteers and to volunteers will be the gas that makes the volunteer engine run. OMS needs to refine its volunteer communication systems (databases, email lists, etc.). Volunteer retention is key for the organization. It is important to move a volunteer through the progression from event worker to committee member – this can only be achieved through successful retention.
4. Comprehensive fund generation.
 - a. Objective #1: Awaken the Organization Committee – It is important that in the next year OMS finds the right volunteers to take part in this committee. Fund generation at the organizational level will be dictated by the strength of the Org Committee.
 - b. Objective #2: Change the organization’s perception of fund generation – OMS is a vital player within the community. OMS events and programs attract thousands of people to the community each year. It is time that promotion and sponsorship outreach starts to reflect that. Instead of simply asking for donations, the development of a strategic sponsorship plan should take place – one that will show potential sponsors their return-on-investment and communicate the value of giving to the organization.
 - c. Objective #3: Create a central fund generation process – Fund generation currently happens at the committee level with each work plan responsible for its own funding. As the Org Committee grows and starts implementing its own programs it will be

important to centralize all fund generation, having the Org Committee keeping track of fund development.

FUTURE ACTIONS

Short-Term Actions:

1. Give goals and objectives to committees to work from for 2016 work planning – each committee will brainstorm projects that would support the identified goals and objectives and each committee member can choose one or two (depending on their level of availability to the program) projects from the list of existing and brainstormed projects to work plan for the next meeting.
2. Board approval of work plans - the board is to review all work plans to assess the level of detail, ability to meet goals and objectives, budget and volunteer support. These work plans should be used by the board or executive committee in creating the upcoming year's budget to be submitted to city council. Once the board approves the work plans for the year the committee has the ability to execute the work plan without interference from the board. The board will receive regular updates and provide support as necessary. Any new projects that are initiated throughout the year due to opportunities or partnerships, should first be work planned and approved by the board.

Mid-Term Actions:

1. It is important to create a strong Organization Committee. In the months to come both the Board of Directors & the Executive Director will be searching for new committee members. Once found, it is important for members to be properly trained and educated in the committee's responsibilities and expectations.
2. *Event-based Planning:* Over the next few months, it is important that each committee in which conduct events know the importance of planning. Our goal is for all work plans that require extensive planning to start no later than 6 months prior to the date of implementation. The executive director will be assisting with work plan managers to develop a meeting schedule, which will meet this expectation.

Contracted Services
Bridget Cannon



INDEPENDENT CONTRACTOR AGREEMENT BETWEEN THE CITY OF OWOSSO DOWNTOWN DEVELOPMENT AUTHORITY AND BRIDGET CANNON

THIS INDEPENDENT CONTRACTOR AGREEMENT ("Agreement") is between the city of Owosso Downtown Development Authority, which has a principal place of business at 301 West Main Street, Owosso, Michigan 48867 ("DDA") and Bridget Cannon.

WHEREAS, the DDA and contractor wish to enter into an independent contractor relationship pursuant to the terms of this agreement;

NOW, THEREFORE, in consideration of the mutual promises and obligations set forth in this Agreement, the adequacy of which is hereby acknowledged, the parties agree as follows:

1. Term of agreement. This Agreement will become effective when signed by both parties and runs from April 1, 2016 and runs until April 1, 2017.

2. Services to be performed. Contractor agrees to provide the services of taking DDA meeting minutes for all public board meetings.

All matters and questions not covered by this agreement are subject to the decision of DDA director and/or the City of Owosso city manager. The DDA director shall have the authority to promulgate, interpret and enforce all rules and regulations and to make any amendments necessary for the orderly conduct of the Downtown Maintenance Staff.

3. Independent contractor status. The parties agree that contractor is an independent contractor, and that neither contractor nor contractor's employees nor contract personnel are, or shall be deemed to be, employees of the city. In its capacity as an independent contractor, contractor agrees to and represents the following:

- a. Contractor has the right and does fully intend to perform services for third parties during the term of this agreement; so long as they do not conflict with the duties that contractor is performing for the city hereunder.
- b. The services required hereunder must be performed to the satisfaction of the downtown development director; provided, however, that the means, manner, and method by which the services will be performed will be determined by contractor.
- c. The services required by this agreement shall be performed by contractor, or contractor's employees or contract personnel, and the city shall not hire, supervise, or pay any assistants to help contractor.
- e. Neither contractor nor contractor's employees or contract personnel shall be required by corporation to devote full time to the performance of the services required by this agreement.

The parties acknowledge and agree that DDA is entering into this agreement with reliance on the representations made by the contractor relative to its independent contractor status.

3. Payment. In consideration for all of the services to be performed by contractor beginning April 1, 2016, the DDA agrees to pay contractor fifty dollar per month (\$50.00/mo), payable every month. Contractor will report hours to the DDA Director. If work exceeds 3 hours per month, the contractor shall charge the DDA an additional seventeen dollars per hour (\$17.00/hr) for every hour exceeding the 3 hour monthly limit.

The DDA will not:

- a. withhold FICA (Social Security and Medicare taxes) from contractor's payments or make FICA payments on contractor's behalf, or
- b. make state or federal unemployment compensation contributions on contractor's behalf, or withhold state or federal income tax from contractor's payments.
- c. Contractor shall pay all taxes incurred while performing services under this agreement, including all applicable income taxes and, if contractor is not a corporation, self-employment (Social Security) taxes. On demand, contractor shall provide the city with proof that such payments have been made.

4. Expenses, materials, services and benefits. The DDA will provide contractor with work space, office supplies, and such other services that the DDA determines are necessary for contractor to perform the services required hereunder. Other than the foregoing, contractor shall be responsible for all other expenses relating to providing the services required under this agreement and shall furnish all materials, equipment and supplies used to provide such services, including compensation paid and benefits provided to contractor's employees, license fees, memberships and dues, uniforms and meals. Contractor will not be entitled to reimbursement of out-of-pocket expenses relating to the services required under this agreement unless reimbursement is approved in writing by the DDA in advance.

In the regular performance of flower watering and general maintenance, the DDA agreed to indemnify the contractor against any liability or claims made against contractor arising from any damage to property or personal injury or loss caused by the contractor in the normal course of business. Contractor assumes responsibility for contractor and contractor's employees for accident or injury and contractor waives any claims against the DDA or city's workers' disability compensation and general liability insurance policies, as they may exist from time to time.

5. Permits and licenses. Contractor represents that it has complied with all federal, state, and local laws requiring business permits, certificates, and licenses required to carry out the services to be performed under this agreement.

6. Fringe benefits. Contractor understands that neither contractor nor contractor's employees or contract personnel are eligible to participate in any employee pension, health, vacation pay, sick pay, or other fringe benefit plan of the DDA.

7. Unemployment compensation. The DDA shall make no state or federal unemployment compensation payments on behalf of contractor or contractor's employees or contract personnel. Contractor will not be entitled to these benefits in connection with work performed under this Agreement. If a contractor files a petition for and receives unemployment compensation, the total amount of unemployment compensation awarded to and received by contractor shall be deducted from and be an offset against the amount of compensation due and payable to contractor by the DDA under this agreement.

8. Entire agreement. This is the entire agreement between contractor and the DDA. This agreement may be modified only by a writing signed by both parties.

9. Applicable law. This Agreement will be governed by the laws of the state of Michigan (but any provision of Michigan law shall not apply if the application of such provision would result in the application of the law of a state or jurisdiction other than Michigan).

10. Assignment and delegation. Contractor may not assign or subcontract any rights or obligations under this agreement without the city's prior written approval.

11. No partnership. This agreement does not create a partnership relationship. Contractor does not have authority to enter into contracts on the DDA's behalf.

12. Termination. This Agreement may be terminated by either party for any reason, with or without cause, upon fourteen (14) days advance written notice. Upon termination, contractor will return all materials and equipment provided by the DDA under this agreement.

13. Compliance with other agreements. Contractor represents and warrants that the execution of this agreement by it and its performance of its obligations hereunder will not conflict with, result in the breach of any provision of or the termination of or constitute a default under any agreement to which contractor is a party or by which contractor is or may be bound.

14. Nondiscrimination. The parties agree that this agreement will not be interpreted or enforced in a manner which discriminates on the basis of race, color, creed, religion, sex, age, national origin or disability.

IN WITNESS WHEREOF, the parties hereto have executed this agreement.

For the contractor:

For the Owosso Downtown Development
Authority

Date: _____

Date: _____