



Regular Meeting Agenda

Owosso DDA/Main Street

Wednesday November 1, 2017, 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: November 1, 2017

Review and approval of minutes: October 4, 2017

Public Comments:

7:40 to 8:00

Items of Business:

- 1) Check Register (Resolution)
- 2) Budget Report (Discussion)
- 3) Façade Grant Update (Discussion)
- 4) Goal & Objective Review (Discussion)
- 5) Strategic Implementation Meeting (tonight)..... (Discussion)

8:00 to 8:30

Committee Updates

- 1) Design & Business Vitality
- 2) Promotion & Outreach

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 audiotapes 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.]

Board Minutes
October 2017 Meeting



MINUTES
REGULAR MEETING OF THE
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OWOSSO
OCTOBER 4, 2017 AT 7:33 AM
CITY COUNCIL CHAMBERS

CALL TO ORDER: The meeting was called to order by Chairman Dave Acton at 7:33 a.m.

ROLL CALL: Was taken by Recording Secretary, Marty Stinson.

MEMBERS PRESENT: Chairman Dave Acton, Vice-Chairman Bill Gilbert, Authority Members Jon Moore, Theresa Trecha, and Jim Woodworth.

MEMBERS ABSENT: Authority Members Kenn Cushman, Mayor Chris Eveleth, Lance Omer, and Kevin Wiles.

OTHERS PRESENT: Josh Adams, Owosso DDA/Main Street Manager; and Sue Montenegro, Assistant City Manager & Community Development Director.

AGENDA:

IT WAS MOVED BY AUTHORITY MEMBER WOODWORTH AND SUPPORTED BY AUTHORITY MEMBER GILBERT TO APPROVE THE AGENDA FOR OCTOBER 4, 2017 AS PRESENTED,

AYES: ALL. MOTION CARRIED.

MINUTES:

IT WAS MOVED BY AUTHORITY MEMBER MOORE AND SUPPORTED BY AUTHORITY MEMBER WOODWORTH TO APPROVE THE MINUTES OF SEPTEMBER 6, 2017, AS PRESENTED.

AYES: ALL. MOTION CARRIED.

PUBLIC COMMENTS: None at this time.

ITEMS OF BUSINESS:

1) CHECK REGISTER

(SEE BOARD PACKET FOR CHECK REGISTER)

Josh Adams commented that the security system crew got called out to the state of Georgia. Otherwise it would have been installed by now. There will be an additional camera installed for Woodard Place. There was a discussion on various additional locations for cameras to be installed and advertising possibilities.

IT WAS MOVED BY AUTHORITY MEMBER GILBERT AND SUPPORTED BY AUTHORITY MEMBER WOODWORTH TO APPROVE THE CHECK REGISTER FOR SEPTEMBER, 2016 AS PRESENTED.

AYES ALL. MOTION CARRIED.

2) BUDGET REPORT

Mr. Adams noted that the budget report will look really good about mid-October when Michigan submits the Personal Property they owe for 2016 (about \$19,000) and 2017 (about \$12,000). Char Haskins has made a donation in honor of her father of \$12,000. That will go towards an addition to the Christmas tree in 2018. That will make the tree taller than the Nail Boutique building. It's too late to order it for this year.

3) FAÇADE GRANT UPDATE

Mr. Adams commented that everything is submitted. It will go before their committee next week.

4) MCACA MINIGRANT AWARD

Mr. Adams stated that the city was awarded a Michigan Council of Arts grant for a gateway sculpture in front of the Birch and Elm store and the Lebowski Theater. Linda Beeman is administering the grant. Each sculpture is for sale, but must remain at the site for six months even if it is sold at month two. The grant is for \$2,100 and the DDA will put in \$200-300 for the pads that the sculptures will be installed on. When the sculptures are sold, then Ms. Beeman will solicit for the next artist/sculpture.

5) RRC MEETINGS (SELF EVALUATION FINDINGS) TONIGHT

Ms. Susan Montenegro noted that the Redevelopment Ready Communities Meeting is tonight at Dave Acton's new building at 7 p.m. This is to improve the zoning ordinance available to businesses; implement a citizens participant plan; improve communication with citizens; and improve the negative image some people have with city administration. Invited are the city council, the DDA and their subcommittees, the Planning Commission, and officials of the Chamber of Commerce. There will be a representative from MEDC making the presentation. Our zoning ordinance is very outdated, and needs to be development oriented and proactive. There is a two year window to implement, but the goal is to shorten this procedure and make Owosso a fine example.

6) PATRICE FREY VISIT (RECAP)

Per Mr. Adams, Patrice Frey and the several other senior leadership attendees hopefully saw how well Owosso is handling the funds coming to Owosso and they will continue to funnel those funds to keep "Moving Owosso Forward".

BOARD COMMENTS: None at this time.

COMMITTEE UPDATES:

1) DESIGN AND BUSINESS VITALITY

There are two downtown clean-ups scheduled in October.

2) PROMOTION AND OUTREACH

There is a Volunteer Party tomorrow night at the bowling alley. Work continues on the Glo event in December. Reminder that November 1st from 6-9 PM is the final training event.

ADJOURNMENT:

IT WAS MOVED BY AUTHORITY MEMBER WOODWORTH AND SUPPORTED BY AUTHORITY MEMBER GILBERT TO ADJOURN AT 8:51 A.M.

AYES: ALL. MOTION CARRIED.

Kevin Wiles, Board Secretary

mms

Check Register
October 2017



**Owosso Main Street
Check Register - By Check Number
October 2017**

<u>Num</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
2528	10/06/2017	City of Owosso		296-000-101.250 Checking #0425	
	09/21/2017		fuel and materials for downtown mainte...	296-200-831.000 MAINTENANCE	-294.52
	10/04/2017		Water for irrigation system	296-200-831.000 MAINTENANCE	-339.00
TOTAL					-633.52
2529	10/06/2017	Daniel Harrow	Owossopalooza Sound Services	296-000-101.250 Checking #0425	
	10/01/2015		Owossopalooza Sound Services	296-696-818.000-PALOOZA	-50.00
TOTAL					-50.00
2530	10/06/2017	First Bank Card	September 2017 CC payment	296-000-101.250 Checking #0425	
	09/21/2017		September 2017 CC payment	296-000-202.100 Credit Card	-203.53
TOTAL					-203.53
2531	10/06/2017	Lorraine Weckwert	Fall mum & Spriong Bulb purchases	296-000-101.250 Checking #0425	
	09/28/2017		Fall mum & Spriong Bulb purchases	296-697-818.000-BED PLANTS	-325.81
TOTAL					-325.81
2532	10/06/2017	Michigan in Metal	Christmas Ornaments for Glow Fun...	296-000-101.250 Checking #0425	
	10/04/2017		Christmas Ornaments for Glow Fundrai...	296-696-818.000-GLOW	-676.40
TOTAL					-676.40
2533	10/06/2017	Jeffry Adams	Downtown Watering Service - Septe...	296-000-101.250 Checking #0425	
	10/06/2017		Downtown Watering Service - Septem...	296-200-831.000 MAINTENANCE	-538.45
TOTAL					-538.45
2534	10/06/2017	Kelly's Refuse	Downtown Trash Service - Septemb...	296-000-101.250 Checking #0425	
	10/04/2017		Downtown Trash Service - September ...	296-200-831.000 MAINTENANCE	-500.00
TOTAL					-500.00

**Owosso Main Street
Check Register - By Check Number
October 2017**

<u>Num</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
2535	10/06/2017	Martha Stinson	Board Meeting recording and prepar...	296-000-101.250 Checking #0425	
	10/04/2017		Board Meeting recording and preparation	296-200-728.000 OPER SUPPLIES	-50.00
TOTAL					-50.00
2536	10/06/2017	Capitol Bowl	Supplies for Volunteer Party	296-000-101.250 Checking #0425	
	10/06/2017		Supplies for Volunteer Party	296-695-818.000-VOLPARTY	-94.82
TOTAL					-94.82
2537	10/06/2017	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425	
	10/06/2017		Manager Wages 9/23/17 to 10/6/17	296-200-999.101 MANAGER WAGES	-2,178.84
TOTAL					-2,178.84
2538	10/06/2017	Tracey Peltier	Program Assistant Wages & gas & c...	296-000-101.250 Checking #0425	
	10/06/2017		Program Assistant Wages 9/18/17 to 1...	296-200-999.101 MANAGER WAGES	-576.92
			Gas reimbursement for training transpo...	296-200-860.000 ED + TRAINING	-50.00
			Paper Copy reimbursement	296-695-818.000-VOLPARTY	-15.00
TOTAL					-641.92
2539	10/06/2017	Gilbert's Do It Best	soil & mulch for downtown flower b...	296-000-101.250 Checking #0425	
	10/06/2017		soil & mulch for downtown flower beds	296-200-831.000 MAINTENANCE	-53.28
TOTAL					-53.28
2540	10/06/2017	WRSR/103.9 The Fox C...	Our Town Promotional Sponsorship	296-000-101.250 Checking #0425	
	10/06/2017		Our Town Promotional Sponsorship	296-696-818.000-DOWNTOWNPROMO	-250.00
TOTAL					-250.00
2541	10/20/2017	Joshua Adams	Healthcare Stipend - August & Septe...	296-000-101.250 Checking #0425	
	10/19/2017		Healthcare Stipend - August 2017	296-200-999.101 MANAGER WAGES	-400.00
			Healthcare Stipend -September 2017	296-200-999.101 MANAGER WAGES	-400.00
TOTAL					-800.00

**Owosso Main Street
Check Register - By Check Number
October 2017**

Num	Date	Name	Memo	Account	Paid Amount
2542	10/20/2017	Rehmann Robson	Yearly Audit - 2017	296-000-101.250 Checking #0425	
	10/10/2017		Yearly Audit - 2017	296-200-818.000 CONTRACT SER	-2,650.00
TOTAL					-2,650.00
2543	10/20/2017	The Bagelman	Ice Queen Kick-off party catering ser...	296-000-101.250 Checking #0425	
	10/19/2017		Ice Queen Kick-off party catering service	296-696-818.000-GLOW	-159.00
TOTAL					-159.00
2544	10/20/2017	Tracey Peltier	Program Assistant Wages	296-000-101.250 Checking #0425	
	10/19/2017		Program Assistant Wages 10/2-17 to 1...	296-200-999.101 MANAGER WAGES	-576.92
TOTAL					-576.92
2545	10/20/2017	American Speedy Print	Thank You cards & envelopes	296-000-101.250 Checking #0425	
	10/19/2017		Thank You cards & envelopes	296-200-728.000 OPER SUPPLIES	-45.00
TOTAL					-45.00
2546	10/20/2017	City of Owosso	copies, fuel for water truck, and dow...	296-000-101.250 Checking #0425	
	10/19/2017		copies, fuel for water truck, and downto...	296-200-831.000 MAINTENANCE	-470.75
TOTAL					-470.75
2547	10/20/2017	Sunburst Gardens Inc	Downtown Irrigation Repairs	296-000-101.250 Checking #0425	
	10/19/2017		Downtown Irrigation Repairs	296-200-831.000 MAINTENANCE	-625.00
TOTAL					-625.00
2548	10/20/2017	Danielle Hankerd	Owosso ArtBike 2017 - 1st Place Prize	296-000-101.250 Checking #0425	
	10/19/2017		Owosso ArtBike 2017 - 1st Place Prize	296-696-818.000-ARTWALK	-350.00
TOTAL					-350.00
2549	10/20/2017	Lee Mills.	Blue Backpacks for Glow (Glow Run)	296-000-101.250 Checking #0425	
	10/20/2017		Blue Backpacks for Glow (Glow Run)	296-696-818.000-GLOW	-248.49
TOTAL					-248.49

**Owosso Main Street
Check Register - By Check Number
October 2017**

<u>Num</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
2550	10/20/2017	Owosso Public School...	Owosso ArtBike 2017 - 2nd Place Pri...	296-000-101.250 Checking #0425	
	10/19/2017		Owosso ArtBike 2017 - 2nd Place Prize	296-696-818.000-ARTWALK	-100.00
TOTAL					-100.00
2551	10/20/2017	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425	
	10/19/2017		Manager Wages 10/7/17 to 10/20/17	296-200-999.101 MANAGER WAGES	-2,178.84
TOTAL					-2,178.84

Credit Card Reconciliation
October 2017



**Owosso Main Street
Reconciliation Summary
296-000-202.100 Credit Card, Period Ending 10/16/2017**

Beginning Balance	Oct 16, 17	203.53
Cleared Transactions		
Charges and Cash Advances - 12 items	-1,269.04	
Payments and Credits - 1 item	203.53	
Total Cleared Transactions	-1,065.51	
Cleared Balance		<u>1,269.04</u>
Uncleared Transactions		
Charges and Cash Advances - 1 item	-1.00	
Total Uncleared Transactions	-1.00	
Register Balance as of 10/16/2017		<u>1,270.04</u>
New Transactions		
Charges and Cash Advances - 4 items	-40.99	
Total New Transactions	-40.99	
Ending Balance		<u>1,311.03</u>

**Owosso Main Street
Reconciliation Detail**
296-000-202.100 Credit Card, Period Ending 10/16/2017

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						203.53
Cleared Transactions						
Charges and Cash Advances - 12 items						
Credit Card Charge	09/13/2017		Apple Tree Lane	X	-39.98	-39.98
Credit Card Charge	09/18/2017		GoMobile Solutions	X	-10.00	-49.98
Credit Card Charge	09/20/2017		Bizarre Design Lab	X	-600.00	-649.98
Credit Card Charge	09/21/2017		Creative Market	X	-6.00	-655.98
Credit Card Charge	09/22/2017		Envato Market	X	-9.00	-664.98
Credit Card Charge	09/28/2017		Radio Shack	X	-31.79	-696.77
Credit Card Charge	09/28/2017		Google	X	-1.99	-698.76
Credit Card Charge	09/30/2017		Facebook	X	-109.31	-808.07
Credit Card Charge	10/03/2017		Staples	X	-126.63	-934.70
Credit Card Charge	10/04/2017		Envato Market	X	-23.00	-957.70
Credit Card Charge	10/04/2017		Springrove Variety	X	-19.31	-977.01
Credit Card Charge	10/05/2017		Delux Trophies and ...	X	-292.03	-1,269.04
Total Charges and Cash Advances					-1,269.04	-1,269.04
Payments and Credits - 1 item						
Bill	09/21/2017		First Bank Card	X	203.53	203.53
Total Cleared Transactions					-1,065.51	-1,065.51
Cleared Balance					1,065.51	1,269.04
Uncleared Transactions						
Charges and Cash Advances - 1 item						
Credit Card Charge	03/17/2017		Luke Lisi		-1.00	-1.00
Total Charges and Cash Advances					-1.00	-1.00
Total Uncleared Transactions					-1.00	-1.00
Register Balance as of 10/16/2017					1,066.51	1,270.04
New Transactions						
Charges and Cash Advances - 4 items						
Credit Card Charge	10/18/2017		GoMobile Solutions		-10.00	-10.00
Credit Card Charge	10/18/2017		Creative Market		-7.00	-17.00
Credit Card Charge	10/23/2017		Creative Market		-22.00	-39.00
Credit Card Charge	10/28/2017		Google		-1.99	-40.99
Total Charges and Cash Advances					-40.99	-40.99
Total New Transactions					-40.99	-40.99
Ending Balance					1,107.50	1,311.03

Budget Report
October 2017



Owosso Main Street
Profit & Loss Budget vs. Actual
 July 1 through October 30, 2017

<u>Ordinary Income/Expense</u>	<u>Jul 1 - Oct 30, 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>
<i>Income</i>			
296-000-401.403 GEN PROP TAX	11,914.52	33,867.86	-21,953.34
296-000-401.405 TIF	0.00	156,889.64	-156,889.64
296-000-664.664 INTEREST INCOME	4.39	5.00	-0.61
296-000-671.676 DESIGN INCOME			
296-000-671.676-FLOWER PROGRAM	50.00	0.00	50.00
Total 296-000-671.676 DESIGN INCOME	50.00	0.00	50.00
296-000-671.677 ER INCOME			
296-000-671.677-DUMPSERVICE	1,460.00	2,200.00	-740.00
Total 296-000-671.677 ER INCOME	1,460.00	2,200.00	-740.00
296-000-671.678 PRO INCOME			
296-000-671.678-ARTWALK	500.00	500.00	0.00
296-000-671.678-CARCRUISE	2,054.11	2,100.00	-45.89
296-000-671.678-DOMI	150.00	2,000.00	-1,850.00
296-000-671.678-GLOW	12,000.00	15,000.00	-3,000.00
296-000-671.678-VINTAGEMOTORCY	1,253.00	1,300.00	-47.00
Total 296-000-671.678 PRO INCOME	15,957.11	20,900.00	-4,942.89
296-000-671.679 ORG INCOME			
296-000-671.679-COMMDEVELSERV	4,096.66	24,600.00	-20,503.34
Total 296-000-671.679 ORG INCOME	4,096.66	24,600.00	-20,503.34
Total Income	33,482.68	238,462.50	-204,979.82

Owosso Main Street
Profit & Loss Budget vs. Actual
July 1 through October 30, 2017

	Jul 1 - Oct 30, 17	Budget	\$ Over Budget
Expense			
DEP 200 GEN SERVICES			
296-200-728.000 OPER SUPPLIES	874.07	1,500.00	-625.93
296-200-818.000 CONTRACT SER	2,650.00	3,100.00	-450.00
296-200-831.000 MAINTENANCE	9,621.30	21,000.00	-11,378.70
296-200-858.000 MEMBER + DUES	0.00	1,000.00	-1,000.00
296-200-860.000 ED + TRAINING	176.50	1,500.00	-1,323.50
296-200-999.101 MANAGER WAGES	24,448.00	76,450.00	-52,002.00
Total DEP 200 GEN SERVICES	37,769.87	104,550.00	-66,780.13
DEP 695 ORGANIZATION EXPENSES			
296-695-818.000 ORG WK PLNS			
296-695-818.000-VOLPARTY	407.85	500.00	-92.15
Total 296-695-818.000 ORG WK PLNS	407.85	500.00	-92.15
DEP 695 ORGANIZATION EXPENSES - Other	0.00	2,000.00	-2,000.00
Total DEP 695 ORGANIZATION EXPENSES	407.85	2,500.00	-2,092.15
DEP 696 PROMOTION EXPENSES			
296-696-818.000 PRO WK PLNS			
296-696-818.000-ARTWALK	887.00	900.00	-13.00
296-696-818.000-CARCRUISE	10,724.94	11,000.00	-275.06
296-696-818.000-DOWNTOWNPROMO	2,183.46	2,200.00	-16.54
296-696-818.000-GLOW	6,166.39	17,000.00	-10,833.61
296-696-818.000-NYEPARTY	150.00	500.00	-350.00
296-696-818.000-OPENSTREETS	1,023.31	1,100.00	-76.69
296-696-818.000-VINTAGEMOTORCY	1,240.20	1,300.00	-59.80
Total 296-696-818.000 PRO WK PLNS	22,375.30	34,000.00	-11,624.70
DEP 696 PROMOTION EXPENSES - Other	0.00	0.00	0.00
Total DEP 696 PROMOTION EXPENSES	22,375.30	34,000.00	-11,624.70
DEP 697 DESIGN EXPENSES			
296-697-818.000 DES WK PLNS			
296-697-818.000-FLOWER PROGRAM			
296-697-818.000-BED PLANTS	325.81	0.00	325.81
Total 296-697-818.000-FLOWER PROGRAM	325.81	0.00	325.81
Total 296-697-818.000 DES WK PLNS	325.81	0.00	325.81
DEP 697 DESIGN EXPENSES - Other	0.00	8,000.00	-8,000.00
Total DEP 697 DESIGN EXPENSES	325.81	8,000.00	-7,674.19
DEP 698 ER EXPENSES	0.00	1,500.00	-1,500.00
DEP 901 - CAPITAL OUTLAY			
296-901-965.730 CAPITOL BOWL	1,859.13	0.00	1,859.13
DEP 901 - CAPITAL OUTLAY - Other	0.00	9,000.00	-9,000.00
Total DEP 901 - CAPITAL OUTLAY	1,859.13	9,000.00	-7,140.87
DEP 966 TRANSFER OUT			
296-966-999.397 SIDEWALK FUND	17,183.75	75,400.00	-58,216.25
Total DEP 966 TRANSFER OUT	17,183.75	75,400.00	-58,216.25
Total Expense	79,921.71	234,950.00	-155,028.29
Net Ordinary Income	-46,439.03	3,512.50	-49,951.53
Net Income	-46,439.03	3,512.50	-49,951.53

Pending Payments
As of October 30, 2017



**Owosso Main Street
Unpaid Bills Detail
As of October 30, 2017**

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Due Date</u>	<u>Aging</u>	<u>Open Balance</u>
American Speedy Print					
Bill	10/30/2017		11/03/2017		174.00
Total American Speedy Print					174.00
Bizarre Design Lab					
Bill	10/04/2017		10/06/2017	24	600.00
Total Bizarre Design Lab					600.00
City of Owosso					
Bill	09/18/2017		10/31/2017		17,183.75
Total City of Owosso					17,183.75
First Bank Card					
Bill	10/30/2017		10/30/2017		1,269.04
Total First Bank Card					1,269.04
Hankerd Sportswear					
Bill	10/30/2017		11/03/2017		1,034.00
Total Hankerd Sportswear					1,034.00
Richard Lowe					
Bill	10/30/2017		11/03/2017		150.00
Total Richard Lowe					150.00
TOTAL					20,410.79

Account Balance
As of October 30, 2017



Owosso Main Street
Checking Account Balance
As of October 30, 2017

Checking Account = **\$28,780.49**

OMS/DDA Goal & Objective List
Per Strategic Planning Meeting



Owosso Main Street – Day Tripper Tourism and Residential Development Transformation Strategy Development Plan

Desired Future State: *Downtown Owosso is widely known for its enthusiastic, welcoming culture that invites and embraces businesses, residents and visitors alike, showcasing a green and thriving environment of beautiful, walkable boulevards and authentic, unique attractions, residential, shopping, and dining experiences; the small town-downtown with appeal!*

Overarching Goals	Measures of Success	Possible Projects/Activities
<p>Support a regulatory environment that demonstrates a commitment to the development of businesses, housing and community organizations in Downtown Owosso.</p>	<ol style="list-style-type: none"> a. Increase in # of available residential units b. # of new businesses c. Increase in approved façade grant applications d. Increase in building renovation and/or restoration e. Increase in Main Street volunteerism of city staff f. Active involvement of city in the Redevelopment Ready Community initiative g. Evidence of improved internal communication between city departments (including Main Street) 	<ul style="list-style-type: none"> • Expand outreach and education of façade grant opportunities • Conduct customer service surveys of property owners, businesses and organizations • With the city, define Main Street’s role in the RRC initiative; plan and deploy activities accordingly
<p>Create and demonstrate a welcoming culture of hospitality for the visitors, businesses, and residents of Downtown Owosso.</p>	<ol style="list-style-type: none"> a. # of new businesses b. Increase in # of available residential units c. Increase in gross sales; daily, monthly, annually d. Increase in online digital outreach and connections e. Increase in social media “check-ins” f. Increase in real estate sales/ development activity 	<ul style="list-style-type: none"> • Conduct a “dot” survey • Develop a mobile app featuring Downtown Owosso attractions/ businesses (possible fundraiser through ad sales) • Create and deploy a “Welcome” packet and/or goodie basket for new arrivals • Create and deploy a public relations media content calendar
<p>Expand and sustain a model of “coopetition” among Downtown Owosso businesses, organizations and attractions.</p>	<ol style="list-style-type: none"> a. Evidence of cross-business referrals and promotion b. Increase in collaborative, promotional strategies c. Increase in networks and networking events d. # of new businesses 	<ul style="list-style-type: none"> • Owosso “chips” that travel from business to business to track referrals • Create or support creation of day-tripper attraction packages • Sample the City event • Engage business owners in defining “coopetition” and how to measure • Survey business owners about needs/gaps • Act as resource for businesses in development/strengthening of networks/network opportunities.