

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

October 2, 2024, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Vice-Chair Lance Omer at 7:35 A.M.

ROLL CALL: Taken by Lizzie Fredrick

PRESENT: Vice-Chair Lance Omer and Commissioners Daylen Howard, Emily Olson Jill Davis, Dakota Woodworth and Mayor Robert J. Teich Jr. Chair Bill Gilbert arrived at 7:36 A.M.

ABSENT: Commissioners Josh Ardelean and Allié McGuire

STAFF PRESENT: Lizzie Fredrick, OMS & DDA Director

AGENDA:

MOVED BY OLSON SUPPORTED BY HOWARD TO APPROVE THE OCTOBER 2, 2024, OWOSSO MAIN STREET AND DOWNTOWN DEVELOPMENT AUTHORITY AGENDA AS PRESENTED.

AYES: ALL

MOTION CARRIED

MINUTES:

MOVED BY HOWARD, SUPPORTED BY OLSON TO APPROVE THE SEPTEMBER 4, 2024, OWOSSO MAIN STREET AND DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING MINUTES.

AYE: ALL

MOTION CARRIED

PUBLIC COMMENTS: Jodi Marrah, owner of 112 W. Main Street, notified the Board that the property will be undergoing renovations for upper-level housing and a two-car garage that will open to the alley behind her property. Marrah asked for the alley to remain accessible and not be included in the Ball Street closure proposed for the 2025 Fountain Park Summer Expansion.

Olson confirmed the alley would not be closed with the Fountain Park Summer Expansion project.

REPORTS: Fredrick presented the financial reports.

ITEMS OF BUSINESS:

1. **Owosso Main Street Strategic Planning:** Fredrick presented the Michigan Main Street Transformation Strategy Guidebook, Main Street Program Alignment Worksheet, current OMS Transformation Strategies and the 2024 OMS Program Correlation Sheet in preparation for the Board's October Strategic Planning Workshop.
2. **2024 Pulse Poll Survey Results:** Fredrick presented the Pulse Poll Survey results.

Olson highlighted that the majority of individuals surveyed said they were most likely to visit downtown after 5pm if they were visiting on a weekday.

Davis expressed concern that the largest percentage of respondents said they felt downtown was declining or losing ground.

COMMITTEE UPDATES:

1. **Organization:** Woodworth reminded the Board of the Volunteer Appreciation Event on October 8th.

Gilbert asked the Board to invite volunteers that participated in each of their projects, programs and events.

Fredrick provided updates on the Annual Sponsor Guide, which will include year-long sponsorship opportunities and one-time sponsorships for OMS programming.

2. **Promotion:** Fredrick noted that Mini Golf Madness had approximately 75 guests and that event expenditures were \$181.00.

Fredrick confirmed that volunteer recruitment, community partnership and sponsorship efforts were unsuccessful to secure the continuation of the New Year's Eve Block Party.

Davis updated the Board on community partners that are interested in activating the 2025 Fountain Park Summer Expansion with events and activities.

Fredrick shared that the Glow Owosso Committee is working with Owosso Public Safety to adjust the parade route's road closure to safely accommodate the event's growth in attendance.

3. **Design:** Fredrick confirmed that she'll be working with the Director of Engineering to finalize a location for the Lebowsky Sculpture Project, which will need the Michigan Department of Transportation's approval.

Fredrick provided updates on Main Street Plaza landscaping plans and the Downtown Streetlight Project.

Fredrick acknowledged and thanked Olson for leading the Downtown Fall Décor.

Olson shared plans for winter decorations.

4. **Economic Vitality:** Howard confirmed that the Memorandum of Understanding with the Lapeer Development Corporation will be ready to present to the Board for approval along with updated program guidelines, applications and scoring rubric for the Revolving Loan & Grant Program before the end of the calendar year.

DIRECTOR UPDATES: None.

BOARD COMMENTS: None.

ADJOURNMENT:

MOVED BY OMER, SUPPORTED BY HOWARD TO ADJOURN AT 8:37 A.M.

AYES: ALL

MOTION CARRIED

NEXT MEETING NOVEMBER 6, 2024.