

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

August 6, 2025, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Chair Daylen Howard at 7:30 A.M.

ROLL CALL: Taken by Lizzie Fredrick

PRESENT: Chair Daylen Howard, Mayor Robert J. Teich, Jr. and Commissioners Jill Davis, Bill Gilbert, Karen Parzych, and Jon Moore. Vice-Chair Lance Omer arrived at 7:52 a.m.

ABSENT: Commissioner Josh Ardelean

STAFF PRESENT: Lizzie Fredrick, OMS & DDA Director

AGENDA:

MOVED BY MOORE SUPPORTED BY DAVIS TO APPROVE THE AUGUST 6, 2025, OWOSSO MAIN STREET AND DOWNTOWN DEVELOPMENT AUTHORITY AGENDA AS PRESENTED.

**AYES: ALL
MOTION CARRIED**

MINUTES:

MOVED BY TEICH, SUPPORTED BY DAVIS TO APPROVE THE JULY 9, 2025, OWOSSO MAIN STREET AND DOWNTOWN DEVELOPMENT AUTHORITY ANNUAL MEETING MINUTES.

**AYE: ALL
MOTION CARRIED**

PUBLIC COMMENTS: None

REPORTS: Fredrick reviewed the July Check Disbursement Report and Revenue & Expenditure Report.

Fredrick presented July 2025 reports for Electric Vehicle Charging Station Revenue, Unique Drivers, and Session Quantity.

Fredrick confirmed the warranty for the Electric Vehicle Charging Stations ends in October 2025 and that an upgrade is being considered for one of the charging adapters.

ITEMS OF BUSINESS:

- 1. Owosso Main Street Transformation Strategy:** Fredrick reviewed the Transformation Strategy Development Plan, Measures of Success for the OMS 2025-2029 Strategic Plan, and the OMS Potential Programming Worksheet.

MOVED BY PARZYCH, SUPPORTED BY HOWARD TO ADOPT DOWNTOWN RENAISSANCE AS THE OWOSSO MAIN STREET TRANSFORMATION STRATEGY AND ADOPT THE MEASURES OF SUCCESS FOR THE OWOSSO MAIN STREET 2025-2029 STRATEGIC PLAN GOALS.

**AYE: ALL
MOTION CARRIED**

2. **2025 Owosso Main Street Self-Assessment:** Fredrick presented the Main Street Self-Assessment Tool to be completed for the national accreditation process.

Board provided their scores for each focus area of the Main Street Approach and discussed the OMS Program's progress, successes, and areas of opportunity for improvement.

COMMITTEE UPDATES:

1. **Organization:** Moore announced the fall volunteer recruitment event will be on September 6th from 9:00 a.m. to 12:00 p.m. at Foster Coffee Company.

Moore noted that the Organization Committee has begun discussing plans for the 2025 Volunteer Appreciation Event.

2. **Promotion:** Davis shared that social media highlights have begun for the businesses that opted out of the Chocolate Walk reimbursement and reminded the Board that the Trick or Treat Main Street Meetup for downtown business owners takes place on August 7th.

Davis and Teich provided a recap of National Night Out.

3. **Economic Vitality:** Fredrick shared that the Economic Vitality Committee will be discussing ways to increase engagement with Business of the Month nominees that have not received the award.

Parzych noted that the Economic Vitality Committee is working with the Michigan Small Business Development Center on marketing for the Revolving Loan & Grant Program.

4. **Design:** Parzych said the July Design Committee meeting focused on plans for the seasonal transition from downtown's flowers to fall decorations.

DIRECTOR UPDATES: Fredrick announced that Amy's Place was selected as a Match on Main grant recipient by the Michigan Economic Development Corporation.

Fredrick provided updates on the Main Street Plaza Masonry Repair 2.0, Main Street Plaza landscaping project, and the South Washington Street welcome sign repair and planter removal project.

Fredrick reminded the Board of upcoming events including Owosso Vintage Motorcycle Days on August 22nd and 23rd and the Downtown Fall Cleanup on October 3rd and 4th.

BOARD COMMENTS: None

ADJOURNMENT:

MOVED BY MOORE, SUPPORTED BY DAVIS TO ADJOURN AT 8:46 A.M.

AYES: ALL

MOTION CARRIED

NEXT MEETING SEPTEMBER 3, 2025.