

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

January 8, 2025, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Chair Bill Gilbert at 7:31 A.M.

ROLL CALL: Taken by Lizzie Fredrick

PRESENT: Chair Bill Gilbert, Vice-Chair Lance Omer and Commissioners Daylen Howard, Jill Davis, and Mayor Robert J. Teich Jr. Commissioners Josh Ardelean and Dakota Woodworth arrived at 7:33 A.M.

ABSENT: None

STAFF PRESENT: Lizzie Fredrick, OMS & DDA Director

AGENDA:

MOVED BY HOWARD SUPPORTED BY OMER TO APPROVE THE JANUARY 8, 2025, OWOSSO MAIN STREET AND DOWNTOWN DEVELOPMENT AUTHORITY AGENDA AS PRESENTED.

**AYES: ALL
MOTION CARRIED**

MINUTES:

MOVED BY TEICH, SUPPORTED BY ARDELEAN TO APPROVE THE DECEMBER 4, 2024, OWOSSO MAIN STREET AND DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING MINUTES.

**AYE: ALL
MOTION CARRIED**

PUBLIC COMMENTS: Melissa Wheeler, owner of Murtle's Handmade Chocolates, spoke in opposition of closing Ball Street between Exchange Street and the alley for a special event space.

Jason Steele, pastor of Community Evangelical Presbyterian Church, shared with the Board that the church's office is located on Ball Street and expressed concern that closing Ball Street between Exchange Street and the alley for a special event space may affect the church's evening meetings and planned renovations to the property's upper-story residential unit.

Tony Nash, owner of AZee Branding Solutions, said that closing Ball Street between Exchange Street and the alley for a special event space would affect his business, that time limits for street parking is a challenge for his business, and that he attended the meeting to hear the new OMS Strategic Plan.

Erica Matteson, co-owner of The Mattesons Photography, shared that she is in favor of closing a street near the Owosso Farmers Market for the warmer seasons to encourage visitors to stay longer by providing them seating and shade, noting that it has been successful in other communities.

Laree Ardelean said that it makes more sense to close the road for an event space on a street other than Ball Street.

Gilbert thanked the community members for attending the meeting and noted that the Fountain Park Seasonal Expansion is still only being considered at the Committee level and has not come to the Board or City Council for approval.

Omer noted that there are two vacant positions on the OMS & DDA Board of Directors.

Ardelean shared that the OMS & DDA Committees are also in need of volunteers and asked for the community to get involved by becoming members so they can help shape downtown programming.

REPORTS: Fredrick presented the monthly financial reports and the Tax Increment Financing Report and Impact Report for Fiscal Year 2023-2024.

Fredrick reviewed reports for the Electric Vehicle Charging Stations including data for the month of December and the 2024 calendar year.

Fredrick noted that the EV Charging Stations made \$1,262.21 in revenue for the month of December and \$8,710 in revenue for the 2024 calendar year.

Howard referenced the Board having their hands tied financially due to a bond debt for downtown sidewalks until 2029.

INFORMATIONAL MEETING: Fredrick presented a recap of the OMS & DDA's activities, projects, and programming from the past six months.

ITEMS OF BUSINESS:

1. **2025-2029 OMS Strategic Plan:** Fredrick reviewed the updated OMS Vision and Mission Statements and presented the 2025-2029 OMS Strategic Plan including implementation plans identifying the responsible committees and time frame for each action.

**MOVED BY HOWARD, SUPPORTED BY WOODWORTH TO ADOPT THE 2025-2029
OWOSSO MAIN STREET STRATEGIC PLAN**

AYE: ALL

MOTION CARRIED

COMMITTEE UPDATES:

1. **Organization:** Ardelean shared that the Committee has started distributing the 2025 OMS Sponsor Guide which highlights sponsorship opportunities for specific OMS programming throughout the year.

Fredrick confirmed there will be a dedicated page on the Downtown Owosso website with the sponsorship opportunities.

Fredrick provided updates on communications that have been submitted to City Council, which helps fulfill Goal 4.5 in the Strategic Plan, and that the Organization Committee will be scheduling the Volunteer Appreciation Event for February 2026.
2. **Promotion:** Davis provided updates on discussions the Promotion Committee is having with the Glow Owosso Sub-Committee regarding the event's fireworks and parade route.

Davis confirmed there will be a downtown business owner information session centered on the Chocolate Walk event in March.
3. **Economic Vitality:** Howard provided updates on the Committee's discussion around marketing the Revolving Loan & Grant Program and shared that the Committee hosted an information session for the Match on Main Grant Program.

Howard announced that applications are now being accepted for the Revolving Loan & Grant Program and that the Committee has prioritized additional scoring values for projects that include façade improvements, create or support full-service dining options, and activate downtown on evenings and weekends.
4. **Design:** Fredrick noted that the Committee is down to three members and is in need of volunteers to get involved.

Fredrick provided updates on projects for Main Street Plaza and the raised planters that are scheduled to be removed in front of Freddie's Party Store and American Speedy Printing.

DIRECTOR UPDATES: Fredrick notified the Board that Michigan Main Street requested the January OMS Transformation Strategy Update be rescheduled for the spring and be the OMS 2025 Technical Assistance Service causing the Idea Factory Report to be scheduled in the fall for the OMS 2026 Technical Assistance Service.

Fredrick reminded the Board that the Revolving Loan & Grant Program Info Session is on February 4th at 6pm in the City Council Chambers.

BOARD COMMENTS: Howard shared that the interest rate for the Revolving Loan & Grant Program is Prime -2%.

Ardelean thanked the public for attending the meeting and asked if they would help make a difference by joining a committee or sponsoring downtown programming.

Teich stated that the January 7th Match on Main Info Session had a great turnout.

Davis confirmed there were approximately 25 people in attendance.

ADJOURNMENT:

**MOVED BY WOODWORTH, SUPPORTED BY OMER TO ADJOURN AT 8:30 A.M.
AYES: ALL
MOTION CARRIED**

NEXT MEETING FEBRUARY 5, 2025.