

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

May 3, 2023, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Chair Jon Moore at 7:39 A.M.

ROLL CALL: Taken by Chair Jon Moore

PRESENT: Chair Jon Moore, Commissioners: Bill Gilbert, Toni Marr, Lance Omer, Nicole Reyna, Melissa Wheeler and Mayor Robert J. Teich, Jr.

ABSENT: Commissioners Josh Ardelean and Emily Olson

OTHERS PRESENT: Lizzie Fredrick, DDA/OMS Director and Nick Bruckman, AmeriCorps Member

AGENDA:

MOVED BY GILBERT, SUPPORTED BY OMER TO APPROVE THE MAY 3, 2023 DDA/OMS AGENDA AS PRESENTED.

**AYES: ALL
MOTION CARRIED**

MINUTES:

MOVED BY TEICH, SUPPORTED BY REYNA TO APPROVE THE APRIL 5, 2023 DDA/OMS MEETING MINUTES.

**AYE: ALL
MOTION CARRIED**

PUBLIC COMMENTS: Stacey Jameson, owner of Oliver Paper Co. welcomed Fredrick and asked the Board for updates on the Downtown Streetlight Project.

ITEMS OF BUSINESS:

1. **CHECK REGISTER APRIL 2023:** Fredrick highlighted that the remaining Chocolate Walk reimbursements have been distributed and the majority of Rotating Retail reimbursements from the Vibrancy Grant have been distributed.

MOVED BY GILBERT, SUPPORTED BY REYNA TO APPROVE THE CHECK REGISTER AS PRESENTED FOR APRIL 2023.

**AYES: ALL
MOTION CARRIED**

2. **FINANCIAL REPORTS:** Fredrick reviewed the financial reports and notified the Board that budget amendments will be presented in June. Moore noted that budget amendments are common as the organization's needs change and fluctuate throughout the year.

Fredrick confirmed she will present the RLF Loan Report at the next meeting.

3. **CHARGEPOINT REPORT:** Fredrick presented the April summary for the electric vehicle charging stations and noted the increased usage from March.

4. **SOCIAL MEDIA ANALYTICS:** Fredrick reviewed the April social media analytics and answered questions.
5. **L-4029 TAX RATE REQUEST:** Fredrick provided an overview of the L-4029 Tax Rate Request Form.

MOVED BY OMER, SUPPORTED BY MARR TO AUTHORIZE DDA/OMS CHAIR AND CITY CLERK TO SIGN THE PREPARED L-4029 TAX RATE REQUEST FORM.

**AYES: ALL
MOTION CARRIED**

6. **VIBRANCY GRANT FUNDING:** Fredrick updated the Board on the status of the Vibrancy Grant and proposed options on how to spend the remaining funds under the Influencer Program including a Downtown Owosso Ambassador Program, Day Trip Destination Blog Feature and an #ExploreOwosso Passport Program.

Fredrick provided an overview of each sub-program and answered questions.

MOVED BY OMER, SUPPORTED BY GILBERT TO APPROVE A BUDGET AMENDMENT TO THE MAIN STREET VIBRANCY GRANT AGREEMENT WITH THE MEDC REALLOCATING FUNDS TOTTALLING \$15,000 FROM THE INCUBATOR KITCHEN, POP UP/EVENT SPACE, OPERATION BROWN BAG, BUSINESS RECRUITMENT & RETAINMENT PACKAGE AND SMALL BUSINESS SUPPORT OUTREACH TO THE INFLUENCER PROGRAM AND AUTHRIZE THE DDA/OMS DIRECTOR TO SIGN AN AMMMENDMENT TO EXBIT B OF THE GRANT AGREEMENT REFLECTING THE REALLOCATION.

**AYES: ALL
MOTION CARRIED**

7. **MAIN STREET PLAZA MASONRY REPAIR:** Fredrick provided an overview of all four bids received for the Main Street Plaza Masonry Repair and answered questions.

Board discussed the benefit of recommending the higher bid with more detailed and comprehensive plans and where the additional funding, above the Capital Projects/Downtown Fund, will come from.

MOVED BY WHEELER, SUPPORTED BY MARR TO RECOMMEND THE MAIN STREET PLAZA MASONRY REPAIR BID AWARD TO BORONER RESTORATION INC. IN THE AMOUNT OF \$34,860.00 TO CITY COUNCIL AND REQUEST FUNDING ABOVE THE \$33,276.94 FROM THE CAPITAL PROJECTS/DOWNTOWN FUND, 594-271-818.000, BE COVERED BY THE GENERAL FUND.

**AYES: ALL
MOTION CARRIED**

8. **DOWNTOWN STREETLIGHT PROJECT:** Fredrick provided background on the Downtown Streetlight Project and answered questions.

Fredrick shared plans to apply for the Revitalizing and Placemaking (RAP) Grant 2.0 and noted that she will ask Spring City Mfg about the possibility for solar powered lights.

MOVED BY MAYOR TEICH, SUPPORTED BY MARR TO APPROVE PHASE I OF THE DOWNTOWN STREETLIGHT PROJECT TO BEGIN ON SOUTH WASHINGTON STREET, NORTH OF THE RIVER TO COMSTOCK STREET.

**AYES: ALL
MOTION CARRIED**

9. **AMERICORPS PROGRAM:** Fredrick reviewed the 2023-24 AmeriCorps Program pricing, timeline and agreement.

Board discussed staff capacity during the 2023-24 AmeriCorps Program recruitment period.

MOVED BY OMER, SUPPORTED BY REYNA TO ABSTAIN FROM THE AMERICORPS PROGRAM FOR THE 2023-24 SERVICE YEAR.

AYES: ALL

MOTION CARRIED

10. **OPTIMIZE MAIN STREET NOMINATION:** Fredrick presented 10 qualifying applications for the Board to review and then select two nominees for the Optimize Main Street Program.

Board discussed different approaches on how to select their nomination.

Moore recommended each board member vote for two applicants and the two businesses with the most tallies receive the nomination.

Fredrick confirmed she will work with the Economic Vitality Committee to create a scoring rubric for determining future grant nominees.

MOVED BY OMER, SUPPORTED BY REYNA TO NOMINATE OLIVER PAPER CO. AND PENGUIN RESALE FOR THE OPTIMIZE MAIN STREET PROGRAM.

AYES: ALL

MOTION CARRIED

COMMITTEE UPDATES:

1. **Design:** Wheeler noted that the petunias will be added later in the month when they are heartier and the local temperature stabilizes.
2. **Promotion:** Fredrick updated the Board that Staff is still working on identifying Promotions Committee members.
3. **Organization:** Fredrick shared that Organization Volunteer, Adam Perry, has offered to help oversee Notion software, which will store the DDA/OMS work plans and databases.
4. **Economic Vitality:** Fredrick confirmed the Revolving Loan Fund Grant reimbursement has been processed for Barrister Brewery and recommended pausing RLF activities until the Economic Vitality Committee is fully established.

BOARD CONTINUING EDUCATION/INFORMATION: Fredrick invited the Board to a Real Estate Development Workshop in Milan on May 9th. Omer confirmed he will be in attendance.

DIRECTOR UPDATES: Fredrick notified the Board she will be shadowing the Historic Lapeer Director on May 5th and that she will be reaching out to board members and downtown businesses to collect data for Michigan Main Street reporting.

BOARD COMMENTS: Moore asked for updates on Art Walk.

Fredrick confirmed she is working with the Shiawassee Arts Center to determine the future of the Art Walk for the 2023 event lineup.

Board discussed sign consistency for the DDA/OMS and whether Jars Cannabis is within the Historic District.

Wheeler asked when the downtown fountain will be turned on.

Fredrick updated the Board that the DPW staff will activate the fountain after the Consumers Energy construction is completed to a point that it won't affect the fountain's operations.

ADJOURNMENT:

MOVED BY GILBERT, SUPPORTED BY OMER TO ADJOURN AT 9:35 A.M.

AYES: ALL

MOTION CARRIED

NEXT MEETING JUNE 7, 2023.

DRAFT