

REGULAR MEETING MINUTES  
OWOSSO DDA / MAIN STREET  
Council Chambers, City Hall  
April 1, 2015 – 7:30 am.

MEETING CALLED TO ORDER at 7:52 a.m. by Alaina Kraus.

ROLL CALL was taken by Secretary Alaina Kraus.

MEMBERS PRESENT:, Authority Members Ken Cushman, Dawn Gonyou, Lance Omer, Kevin Wiles and Secretary Alaina Kraus

MEMBERS ABSENT: Chairman Dave Acton & Authority Members Benjamin Frederick, Meredith Landino, Bill Gilbert,

OTHERS PRESENT: Susan Montenegro, City of Owosso; Helen Granger, press; Carol Flayer, Kiwanis

AGENDA:

MOTION BY AUTHORITY MEMBER CUSHMAN SUPPORTED BY AUTHORITY MEMBER GONYOU TO APPROVE THE AGENDA FOR APRIL 1, 2015.

YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER GONYOU, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE MINUTES FOR THE MEETING OF MARCH 4, 2014.

YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

Carol Flayer of Kiwanis. Kiwanis One Day clean-up us April 11th and will be continuing to clean the James S. Miner trail. Community involvement is encouraged and will be dry. Lunch will be provided at the end of the work period. One Day is an international day. Meetings are Tuesday evenings in the Mitchell Auditorium at Memorial Healthcare. The trail tending will stay on the north side of the river.

COMMITTEE UPDATES

Included later in agenda.

ITEMS OF BUSINESS:

1. CHECK REGISTER APPROVAL.

SEE BOARD PACKET FOR CHECK REGISTER

MOTION BY AUTHORITY MEMBER CUSHMAN, SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE CHECK REGISTER FOR MARCH 2014 AS PRESENTED.

YEAS ALL. MOTION CARRIED.

## 2. BUDGET REPORT

Any applicable 2015/2016 fundraising information will be added from work plans as needed.

## 3. 2015/2016 WORK PLAN APPROVAL

### Organization - Kraus

Brittany from Michigan Main Street visited the meeting to make sure all was in line with remediation proceedings and to give a state perspective.

Party in the Plaza: a party to recognize volunteers and encourage ongoing involvement  
Volunteer Recruitment & Retention Plan: Improve volunteer database, hours tracking, communication and engagement

Website & Facebook Campaign 2015/2016: Continue improving website and building community on Facebook

Decorate Downtown: prep downtown for the winter holidays

Expo 2016: Offering a downtown area, potentially looking like a street down one aisle of the expo

Fundraising Plan: focusing on organization of fundraising efforts first and then moving on to other ways to generate them as time allows

OMS Newsletter: a bi-monthly newsletter reborn

### Design - Montenegro

Bike Racks: Finish bike racks, contacting Baker to find and complete original plans

Facade: work with business owners to improve appearances

Historical drinking glasses: going well

Flower plan: money has decreased bringing it more in line with other budgets and will still look good

I Spy: architectural pictures that can be put in a booklet and online for kids & families

Wayfinding: 6 of 12 signs spoken for and money coming in waiting for the ground to thaw

### Promotions - Kraus

Continuation of annual events cycle - GLOW Owosso, ArtWalk, Second Fridays, Tour Our Town, Sidewalk Sales/Sidewalk Chalk, Downtown Clean-up, Owossopalooza

Also, the promotion of success stories downtown.

Dates need to be updated for the 2015/2016 year.

### ER - Omer

Consolidated to five plans to satisfy our needs and those of the state.

Business Visitation: support team visits to local businesses

Mentoring: sharing market study and identifying other needs

Property Owner: connecting with property owners

Retail Recruitment Team: to recruit to fill empty spaces

Window Decals: to beautify empty spaces

MOTION BY AUTHORITY MEMBER WILES, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE WORK PLANS WITH THE DATES AMENDED FOR PROMOTIONS.

YEAS ALL. MOTION CARRIED.

#### 4. WESENER DEVELOPMENT UPDATE

Going through the documents again and will call a special meeting once it is complete. Language has been added to protect the City and Adams. Montenegro pointed out using the Lebowsky as an inspiration for this project.

#### PUBLIC / BOARD / STAFF COMMENTS:

Michigan AACTfest was in Owosso last weekend bringing in competing teams from Escanaba, South Haven, Holland, Rosedale, Farmington, Lansing, Midland, and Tawas. Each theatre had 10 minutes to set up, 60 minutes to perform, 10 minutes to tear down, and a 10x10 square their set had to fit into. Visiting teams stayed at the Comstock and were positive about their experience and visiting Owosso.

MOTION MADE BY GONYOU, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO ADJOURN AT 8:27 AM.

YEAS ALL. MOTION CARRIED.

---

Alaina Kraus, Secretary