



Regular Meeting Agenda
Owosso DDA/Main Street

Wednesday March 4, 2015, 7:30 a.m.
Owosso City Council Chambers,
301 W Main St.
Owosso, MI 48867

7:30 to 7:40

Call to order and roll call:

Review and approval of agenda: March 4, 2015

Review and approval of minutes: February 4, 2015

Public Comments:

7:40 to 8:00

Committee Updates

- 1) Design
- 2) Economic Restructuring
- 3) Organization
- 4) Promotion

8:00 to 8:30

Items of Business:

- 1) Check Register (Resolution)
- 2) Budget Report (Discussion)
- 3) 2015/2016 Budget Approval (Resolution)
- 4) OMS Checking Account Representative (Resolution)
- 5) 2015/2016 Committee Planning Update (Josh Adams)..... (Discussion)
- 6) Wesener Development Update (Josh Adams) (Discussion)

Public Comments:

Board Comments:

Adjournment:

[The City of Owosso will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon 72 hours notice to the City of Owosso. Individuals with disabilities requiring auxiliary aids on services should contact the City of Owosso by writing or calling Amy Kirkland, City Clerk, 301 W. Main St, Owosso, MI 48867 (989) 725-0500 or on the Internet. The City of Owosso Website address is www.ci.owosso.mi.us.]

Board Meeting Minutes
February 2015



REGULAR MEETING MINUTES
OWOSSO DDA / MAIN STREET
Council Chambers, City Hall
February 4, 2015 – 7:30 am.

MEETING CALLED TO ORDER at 7:40 a.m. by Bill Gilbert.

ROLL CALL was taken by Secretary Alaina Kraus.

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

MEMBERS ABSENT: Chairman Dave Acton & Authority Member Meredith Landino

OTHERS PRESENT: Josh Adams, DDA /Owosso Main Street Manager; Susan Montenegro, City of Owosso; Dr. Willy

AGENDA:

MOTION BY AUTHORITY MEMBER CUSHMAN SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE AGENDA FOR FEBRUARY 3, 2015.
YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER WILES, SUPPORTED BY AUTHORITY MEMBER GONYOU TO APPROVE THE MINUTES FOR THE MEETING OF JANUARY 7, 2014.
YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

None

COMMITTEE UPDATES

1) Design - Bill Gilbert

No meeting was held in January. Work plans were outlined at the previous meeting.

2) Economic Restructuring - Lance Omer

A discussion of the balance between the work of the city and Main Street.

3) Organization - Alaina Kraus

Mission and vision were discussed as well as beginning planning for upcoming work.

4) Promotion - Josh Adams

Chocolate Walk will be held on February 13th and will be the first with a map. Each shop will have a special treat while they walk - wine tasting, truffles, chocolate tea, etc.

Plans for the next 4-6 months of 2nd Fridays will be planned at the February Business Owners meeting.

John will be the chair with bi-monthly meetings to cover general promotions. Tour Our Town and Art Walk will be discussed at the February meeting.

Cushman asked if any details on the effectiveness of evening shopping. So far it has been mostly anecdotal, some businesses track sales but not all. Businesses may contribute \$5 to more promotions each month in the future. It was suggested that businesses who have recurring ad space may be willing to use part of it to advertise second Fridays. Ad sponsors may also be a possibility.

ITEMS OF BUSINESS:

1. CHECK REGISTER APPROVAL.

The audit and reimbursing Biondi for her time both appeared this month, otherwise as normal.

SEE BOARD PACKET FOR CHECK REGISTER

MOTION BY AUTHORITY MEMBER KRAUS, SUPPORTED BY AUTHORITY MEMBER FREDERICK TO APPROVE THE CHECK REGISTER FOR JANUARY 2014 AS PRESENTED.
YEAS ALL. MOTION CARRIED.

2. BUDGET REPORT.

Adjustments like extra GLOW income will be sorted in future meetings.

3. REVISED MISSION AND VISION STATEMENTS

Updates to the Mission and Vision Statements were discussed and voted on.

Discussion was also had on the tagline. Frederick suggested 'Honoring our Past. Looking to the Future.' but not as a single tagline. Gilbert suggested that the historic may come in in a revised logo that reflects the history of the city. Organization will discuss this further and bring it back to the board.

Amended Mission Statement Revision:

"Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city."

MOTION BY AUTHORITY MEMBER FREDERICK, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE UPDATED MISSION STATEMENT AS AMENDED.
YEAS ALL. MOTION CARRIED.

Vision Statement Revision:

"Our downtown, bright with promise and potential, captures the spirit of community. It is a gathering place to work, eat, play, and stay. Downtown Owosso is rich with opportunities in art, entertainment, business, and learning. Owosso Main Street unites individuals, businesses, and local government to revitalize our historic downtown. It is a comprehensive approach that focuses on community assets and partnerships to preserve and promote historic Owosso."

MOTION BY AUTHORITY MEMBER CUSHMAN, SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE UPDATED VISION STATEMENT AS PRESENTED.
YEAS ALL. MOTION CARRIED.

4. 2015/2016 COMMITTEE PLANNING

In the past this was done as a large group. Adams asked MMS if that was needed or if it could be done at a committee level. They said they only care that it is done. February meetings will be used for planning 2015-2016 workplans - fully filled out with names.

5. CHECK SIGNING

MOTION BY AUTHORITY MEMBER FREDERICK, SUPPORTED BY AUTHORITY MEMBER WILES TO APPROVE THE AMENDMENT OF THE AGENDA TO INCLUDE CHECK SIGNERS.
YEAS ALL. MOTION CARRIED.

With Demis no longer on the board and Dave out of town, a third signer is needed who is available and willing to look over checks. Ken Cushman volunteered.

MOTION BY AUTHORITY MEMBER FREDERICK, SUPPORTED BY AUTHORITY MEMBER WILES TO APPROVE KEN CUSHMAN AS A CHECK SIGNER.
YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

Plunge for the Parks will happen on the 28th. Three of those in the meeting will be jumping.

Discussion of whether or not there should be public board support of the school millage was discussed and it was decided to stay apolitical on it, but remind citizens to vote.

MOTION MADE BY GILBERT, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO
ADJOURN AT 8:25 AM.
YEAS ALL. MOTION CARRIED.

Alaina Kraus, Secretary

February Check Register
By Check Number



8:51 AM

03/02/15

Owosso Main Street
Check Register - By Check Number
February 2015

Num	Date	Name	Memo	Account	Paid Amount
2090	02/13/2015	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425	
	02/11/2015		Manager Wages 1/30/15 to 2/13/15	296-200-999.101 MANAGER WAGES	-2,115.38
TOTAL					-2,115.38
2091	02/13/2015	Kelly's Refuse	Downtown Trash Service	296-000-101.250 Checking #0425	
	02/11/2015		Downtown Trash Service 1/1/15 to 1/31/15	296-200-831.000 MAINTENANCE	-500.00
TOTAL					-500.00
2092	02/27/2015	City of Owosso	Copying costs & Downtown electrical work	296-000-101.250 Checking #0425	
	01/30/2015		Downtown electrical work	296-200-831.000 MAINTENANCE	-738.25
			Copying costs	296-200-728.000 OPER SUPPLIES	-69.71
TOTAL					-807.96
2093	02/27/2015	Deeann M Biondi LLC	General Bookkeeping Services & 1099 Pre...	296-000-101.250 Checking #0425	
	02/27/2015		General Bookkeeping Services & 1099 Prepa...	296-200-818.000 CONTRACT SER	-55.00
TOTAL					-55.00
2094	02/27/2015	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425	
	02/24/2015		Manager Wages 2/13/15 to 2/27/15	296-200-999.101 MANAGER WAGES	-2,115.38
TOTAL					-2,115.38
2095	02/27/2015	Burning Media Group	Graphic Design Services - Art Walk 2014	296-000-101.250 Checking #0425	
	02/27/2015		Graphic Design Services - Art Walk 2014	296-696-818.000-ARTWALK	-300.00
TOTAL					-300.00
2096	02/27/2015	DayStarr Communication	Phone Forwarding Services 3/1/15 to 3/31/15	296-000-101.250 Checking #0425	
	02/17/2015		Phone Forwarding Services 3/1/15 to 3/31/15	296-200-728.000 OPER SUPPLIES	-15.19
TOTAL					-15.19

February Check Register
By Account Number



8:50 AM
03/02/15
Cash Basis

Owosso Main Street
Check Register - By Account Number
February 2015

Type	Date	Num	Name	Memo	Paid Amount	Balance
Ordinary Income/Expense						
Expense						
DEP 200 GEN SERVICES						
296-200-728.000 OPER SUPPLIES						
Bill	02/27/2015		City of Owosso	Copying costs	69.71	69.71
Bill	02/27/2015		DayStarr Communication	Phone Forwarding Services 3/1/15 to ...	15.19	84.90
			Total 296-200-728.000 OPER SUPPLIES		84.90	84.90
296-200-818.000 CONTRACT SER						
Bill	02/27/2015		Deeann M Biondi LLC	General Bookkeeping Services & 109...	55.00	55.00
			Total 296-200-818.000 CONTRACT SER		55.00	55.00
296-200-831.000 MAINTENANCE						
Bill	02/13/2015		Kelly's Refuse	Downtown Trash Service 1/1/15 to 1/3...	500.00	500.00
Bill	02/27/2015		City of Owosso	Downtown electrical work	738.25	1,238.25
			Total 296-200-831.000 MAINTENANCE		1,238.25	1,238.25
296-200-999.101 MANAGER WAGES						
Bill	02/13/2015		Joshua Adams	Manager Wages 1/30/15 to 2/13/15	2,115.38	2,115.38
Bill	02/27/2015		Joshua Adams	Manager Wages 2/13/15 to 2/27/15	2,115.38	4,230.76
			Total 296-200-999.101 MANAGER WAGES		4,230.76	4,230.76
			Total DEP 200 GEN SERVICES		5,608.91	5,608.91
DEP 696 PROMOTION EXPENSES						
296-696-818.000 PRO WK PLNS						
296-696-818.000-ARTWALK						
Bill	02/27/2015		Burning Media Group	Graphic Design Services - Art Walk 2...	300.00	300.00
			Total 296-696-818.000-ARTWALK		300.00	300.00
			Total 296-696-818.000 PRO WK PLNS		300.00	300.00
			Total DEP 696 PROMOTION EXPENSES		300.00	300.00
			Total Expense		5,908.91	5,908.91
			Net Ordinary Income		-5,908.91	-5,908.91
			Net Income		-5,908.91	-5,908.91

February Budget Report



Owosso Main Street
Profit & Loss Budget vs. Actual
July 1, 2014 through March 2, 2015

	Jul 1, '14 - Mar 2, 15	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
296-000-401.403 GEN PROP TAX	31,494.69	27,700.00	3,794.69
296-000-401.405 TIF	19,552.51	149,300.00	-129,747.49
296-000-671.676 DESIGN INCOME			
296-000-671.676-FLOWER PROGRAM	2,095.00	0.00	2,095.00
296-000-671.676-WAYFINDING	4,500.00	0.00	4,500.00
Total 296-000-671.676 DESIGN INCOME	6,595.00	0.00	6,595.00
296-000-671.678 PRO INCOME			
296-000-671.678-ARTWALK	560.00	0.00	560.00
296-000-671.678-GLOW	6,229.75	0.00	6,229.75
296-000-671.678-MKTCAMP	250.00	0.00	250.00
Total 296-000-671.678 PRO INCOME	7,039.75	0.00	7,039.75
296-000-671.679 ORG INCOME			
296-000-671.679-BUSSTEWARD	130.00	0.00	130.00
Total 296-000-671.679 ORG INCOME	130.00	0.00	130.00
296-000-671.694 MISC	18.17	0.00	18.17
296-000-695.699 FUND BALANCE	6,793.40	0.00	6,793.40
Total Income	71,623.52	177,000.00	-105,376.48

Owosso Main Street
Profit & Loss Budget vs. Actual
July 1, 2014 through March 2, 2015

	Jul 1, '14 - Mar 2, 15	Budget	\$ Over Budget
Expense			
DEP 200 GEN SERVICES			
296-200-728.000 OPER SUPPLIES	758.62	1,000.00	-241.38
296-200-818.000 CONTRACT SER	3,055.00	2,800.00	255.00
296-200-831.000 MAINTENANCE	12,167.30	17,000.00	-4,832.70
296-200-858.000 MEMBER + DUES	489.00	500.00	-11.00
296-200-860.000 ED + TRAINING	0.00	1,000.00	-1,000.00
296-200-999.101 MANAGER WAGES	35,961.46	55,000.00	-19,038.54
Total DEP 200 GEN SERVICES	52,431.38	77,300.00	-24,868.62
DEP 695 ORGANIZATION EXPENSES			
296-695-728.000 OPER SUPPLIES	184.22	0.00	184.22
DEP 695 ORGANIZATION EXPENSES - Other	0.00	1,000.00	-1,000.00
Total DEP 695 ORGANIZATION EXPENSES	184.22	1,000.00	-815.78
DEP 696 PROMOTION EXPENSES			
296-696-818.000 PRO WK PLNS			
296-696-818.000-ARTWALK	525.25	0.00	525.25
296-696-818.000-GLOW	7,812.06	6,000.00	1,812.06
Total 296-696-818.000 PRO WK PLNS	8,337.31	6,000.00	2,337.31
Total DEP 696 PROMOTION EXPENSES	8,337.31	6,000.00	2,337.31
DEP 697 DESIGN EXPENSES			
296-697-818.000 DES WK PLNS			
296-697-818.000-CHRISTMAS	605.00	0.00	605.00
296-697-818.000-FLOWER PROGRAM			
296-697-818.000-BASKETS	25.98	0.00	25.98
296-697-818.000-BED PLANTS	123.83	0.00	123.83
296-697-818.000-FLOWER PROGRAM - Other	881.40	6,800.00	-5,918.60
Total 296-697-818.000-FLOWER PROGRAM	1,031.21	6,800.00	-5,768.79
Total 296-697-818.000 DES WK PLNS	1,636.21	6,800.00	-5,163.79
Total DEP 697 DESIGN EXPENSES	1,636.21	6,800.00	-5,163.79
DEP 698 ER EXPENSES			
296-698-818.000 ER WK PLNS	0.00	500.00	-500.00
Total DEP 698 ER EXPENSES	0.00	500.00	-500.00
DEP 901 - CAPITAL OUTLAY			
296-901-965.730 CAPITOL BOWL	0.00	10,000.00	-10,000.00
Total DEP 901 - CAPITAL OUTLAY	0.00	10,000.00	-10,000.00
DEP 966 TRANSFER OUT			
296-966-999.397 SIDEWALK FUND	19,517.50	75,400.00	-55,882.50
Total DEP 966 TRANSFER OUT	19,517.50	75,400.00	-55,882.50
Total Expense	82,106.62	177,000.00	-94,893.38
Net Ordinary Income	-10,483.10	0.00	-10,483.10
Net Income	-10,483.10	0.00	-10,483.10

Unpaid Bills
As of 3/2/15

8:52 AM

03/02/15

**Owosso Main Street
Unpaid Bills Detail
As of March 2, 2015**

Type	Date	Num	Due Date	Aging	Open Balance
City of Owosso Bill	09/29/2014		04/02/2015		19,517.50
Total City of Owosso					19,517.50
TOTAL					19,517.50

Account Balance
As of 3/2/15

Owosso Main Street
Checking Account Balance
As of Monday, March 2, 2015

Checking Account = **\$34,000.51**

2015/2016 Budget Information



Owosso DDA/Main Street

**Budget Breakdown
Fiscal Year 2015/2016**

REVENUE

Tax	unknown use last year's numbers	\$27,700.00
TIF	unknown use last year's numbers	\$149,300.00
<i>TOTAL</i>		<i>\$177,000</i>

EXPENSES

DDA Expenses

Capitol Bowl	\$10,000
Downtown Renovation "Sidewalk" Fund	\$75,400
Maintenance	\$17,000
Contracted Services	\$2,800
TOTAL	\$105,200

OMS Operating Expenses

Manager Wages	\$55,000
Operating Supplies	\$1,000
Membership + Dues	\$500
Education/Training	\$1,000
TOTAL	\$57,500

Owosso Main Street Work Plan Net Expenses

Promotion	\$6,000
Organization	\$1,000
Design	\$6,800
Economic Restructuring	\$500
TOTAL	\$14,300

TOTAL Expense ***\$177,000***

OTHER FUNDS

Bond Expenses	
Planned Bond Expenses	\$0
TOTAL	\$0

GL NUMBER	DESCRIPTION	11-12 ACTUAL	12-13 ACTUAL	13-14 ADOPTED BUDGET	13-14 ACTIVITY THRU 12/31/13	14-15 REQUESTED BUDGET	15-16 REQUESTED
Fund 296 - DOWNTOWN DEVELOPMENT AUTHORITY							
APPROPRIATIONS							
Dept 200-GEN SERVICES							
296-200-728.000	OPERATING SUPPLIES	673	7,620.11	2,500	1,384.59	1,000	1,000
296-200-740.000	OPERATING SUPPLIES II	435	0	0		0	0
296-200-801.000	PROFESSIONAL SERVICES: ADM	1,032	0	0		0	0
296-200-802.000	ADVERTISING	310	0	0		0	0
296-200-818.000	CONTRACTUAL SERVICES	18,633	0	4,000		2,800	2,800
296-200-831.000	MAINTENANCE	25,178	0	16,000	5,835.59	17,000	17,000
296-200-858.000	MEMBERSHIPS & DUES	500	0	500	0.00	500	500
296-200-860.000	EDUCATION & TRAINING	2,558	0	1,400	311.80	1,000	1,000
296-200-999.101	CONTRIBUTION-GF ADMIN	9,328	0	0		0	0
296-200-999.101	MANAGER WAGES	0	0	60,000	25,895.54	55,000	55,000
Totals for dept 200-GEN SERVICES		58,647	7,620.11	84,400	33,427.52	77,300	77,300
Dept 695-ORGANIZATION							
296-695-728.000	SUPPLIES	1,320	0	0		0	0
296-695-818.000	WORK PLAN EXPENDITURES	1,172	0	0		1,000	1,000
296-695-858.000	MEMBERSHIPS & DUES	0	250.00	1,500	0.00	0	0
296-695-860.000	EDUCATION & TRAINING	0	225.02	0		0	0
296-695-999.101	MSM WAGES	0	47,423.53	0		0	0
Totals for dept 695-ORGANIZATION		2,492	47,898.55	1,500	0.00	1,000	1,000
Dept 696-PROMOTION							
296-696-728.000	SUPPLIES	1,493	0	0		0	0
296-696-802.000	ADVERTISING	3,394	0	0		0	0
296-696-818.000	WORK PLAN EXPENDITURES	1,270	2,763.77	12,000	11,408.77	6,000	6,000
296-696-818.700	FARMER'S MARKET	12,497	6,208.95	0		0	0
296-696-818.720	ARTISAN MARKET	3,089	563.69	0		0	0
296-696-818.730	ART WALK	100	0.00	0		0	0
296-696-818.740	HARVESTFEST	0	0	0		0	0
296-696-818.750	GLOW	100	3,821.72	0		0	0
Totals for dept 696-PROMOTION		21,943	13,358.13	12,000	11,408.77	6,000	6,000
Dept 697-DESIGN							
296-697-728.000	OPERATING SUPPLIES	2,038	0	0		0	0
296-697-818.000	WORK PLAN EXPENDITURES	9,650	24,897.29	33,200	8,438.93	6,800	6,800
296-697-818.700	CONTRACTUAL SERVICES-BASKI	4,800	0	0		0	0
296-697-831.000	MAINTENANCE	0	18,185.53	0		0	0
296-697-974.000-WA' WAYFINDING		7,500	387.19	20,000	18,696.50	0	0
296-697-974.000-WO WOODARD PLACE		0	18,671.55	0		0	0
Totals for dept 697-DESIGN		23,988	62,141.56	53,200	27,135.43	6,800	6,800
Dept 698-ER							
296-698-818.000	WORK PLAN EXPENDITURES	0	0	15,000	3,000.00	500	500
Totals for dept 698-ER		0	0	15,000	3,000.00	500	500
Dept 901-CAPITAL OUTLAY							
296-901-965.730	CAPITAL CONTRIBUTION-ECON	15,390	8,156.60	10,000	0.00	10,000	10,000
Totals for dept 901-CAPITAL OUTLAY		15,390	8,156.60	10,000	0.00	10,000	10,000
Dept 905-DEBT SERVICE							
296-905-980.991	PRINCIPAL	13,363	15,014.48	0		0	0
296-905-980.995	INTEREST	1,652	0.00	0		0	0
Totals for dept 905-DEBT SERVICE		15,015	15,014.48	0		0	0
Dept 966-TRANSFERS OUT							
296-966-999.369	TRANSFER-DEBT SERVICE	0	0.00	0		0	0
296-966-999.397	TRANSFER TO DEBT 2009 LTGO	72,225	71,315.00	75,400	20,147.50	75,400	75,400
Totals for dept 966-TRANSFERS OUT		72,225	71,315.00	75,400	20,147.50	75,400	75,400
TOTAL APPROPRIATIONS		209,700	225,504.43	251,500	65,034.22	177,000	177,000

2015/2016 Committee Planning Minutes



MEETING NOTES

Organization Committee Work Plan/Brainstorming Meeting Notes

Thursday, February 19, 2015

10:00am – 11:50am @ Owosso Main Street Office

Purpose of Meeting: Work Plan Brainstorming Meeting	Attendees: Alaina Krauss Josh Adams
Notes Prepared By: Alaina Krauss & Josh Adams	Absent: Meredith Landino (snow day) Krista Welte (vacation)
Additional Information: The committee agreed to have the meeting even though two committee members were absent due to the need to complete brainstorming ASAP.	

Notes: The meeting started out with a review of the 2015/2016 Goals & Objectives for Owosso Main Street (OMS) as determined by the board of directors during their Board Retreat/Strategic Planning Session back in January. Committee Chair, Alaina Krauss talked in detail about each goal.

Josh Adams then talked about the new comprehensive work plan strategy laid out by National Main Street (NMS) during the year-end review. A hand-out was provided showing each “responsibility” of the Organization Committee and where current or proposed work plans (WPs) fit within that structure. The group discussed in detail about how the Board’s Goals & Objectives laid out by the board need to be implemented with the 2015/2016 Work Plans all while still meeting the comprehensive work plan strategy’s laid out by NMS. Josh talked about how existing WPs or reoccurring WPs can be kept, however; an effort to apply the board’s goals & objectives within that WP needs to happen. This can be accomplished by making slight changes or additions within each WP.

Using the information provided (see Organization Committee Planning Packet) the committee reviewed the current WPs as well as possible ideas for WPs. After quickly reviewing the 2014/2015 Goals & Objectives the committee confirmed that the WPs that will be completed by June 30, 2015 will be as follows:

- Website
- Facebook Campaign
- Newsletter
- Expo Event
- Party in the Plaza
- Sponsorship Package

The committee then discussed the development of new WPs for the 2015/2016 year. Using many of the ideas from the “Work Plan Parking Lot” the committee decided to create complete WPs for the following:

- **Volunteer Database/Volunteer Engagement** = The committee agreed that a concerted effort to develop and comprehensive volunteer recruitment & engagement program is needed. This program will include volunteer tracking, maintenance, and celebration. Josh agreed to get additional information and a WP

template from MMS to help facilitate the process. This WP will be the anchor to the Board's goal of increasing volunteer participation and engagement, as well as meeting the promoting engagement portion of our comprehensive WP strategy.

- **A Comprehensive Fund Generation Plan** = The committee agreed that a complete, concise plan for fund generation (outside of the committee level) needs to be completed. For 2014/2015 the committee plans on completing a Sponsorship Package that will help committees generate funds for their individual WP. The Comprehensive Fund Generation Plan will be different in that, it will be a fund generation plans that address the entire OMS program. Sponsorships, partner programs, etc... will be used to create a routine process for comprehensive fund development. Josh agreed to get additional information and a WP template from MMS to help facilitate the process. This WP will be the anchor to the Board's goal of creating comprehensive fund development, as well as meeting promoting investment in revitalization portion of our comprehensive WP strategy.
- **Website, Facebook Campaign, Newsletter, Party in the Plaza, OMS Meeting Series** = Current WPs will all be brought back for the 2015/2016 year with updated documentation.

Additional discussion was had to help finalize our current WPs for the 2014/2015 year as well as initial development of future WPs for the 2015/2016 year. Work Plans must be completed in their entirety by no later than **March 25, 2015** for board approval.

Action Items: <i>Action:</i>	<i>Assigned to:</i>	<i>Due Date:</i>
Continue to look into plug-ins that will further optimize our website	Alaina Krauss	3/13/15
Contact MMS about Volunteer Program WP ideas	Josh Adams	3/1/15
Contact MMS about Fund Generation WP ideas	Josh Adams	3/1/15
Find a new Newsletter format	Alaina K. & Josh A.	3/13/15
Find sponsors for Party in the Plaza	Alaina K. & Josh A.	3/13/15
Start writing and updating WPs for board approval	Committee	3/25/15



MEETING NOTES

Design Committee Work Plan/Brainstorming Meeting Notes

Tuesday, February 17, 2015

8:45am – 10:30am @ Owosso City Hall (Lower-level Conference Room)

Purpose of Meeting: Work Plan Brainstorming Meeting	Attendees: Bill Gilbert Lorraine Weckwert Thomas Ainsworth Josh Adams Susan Montenegro
Notes Prepared By: Lorraine Weckwert & Josh Adams	Absent: Schaffer Fox (illness) Kathryn Gehrs-Pahl (illness)
Additional Information: None	

Notes: The meeting started out with a review of the 2015/2016 Goals & Objectives for Owosso Main Street (OMS) as determined by the board of directors during their Board Retreat/Strategic Planning Session back in January. Committee Chair, Bill Gilbert talked in detail about each goal.

Josh Adams then talked about the new comprehensive work plan strategy laid out by National Main Street (NMS) during the year-end review. A hand-out was provided showing each “responsibility” of the Design Committee and where current or proposed work plans (WPs) fit within that structure. The group discussed in detail about how the Board’s Goals & Objectives laid out by the board need to be implemented with the 2015/2016 Work Plans all while still meeting the comprehensive work plan strategy’s laid out by NMS. Josh talked about how existing WPs or reoccurring WPs can be kept, however; an effort to apply the board’s goals & objectives within that WP needs to happen. This can be accomplished by making slight changes or additions within each WP.

Using the information provided (see Design Committee Planning Packet) the committee reviewed the current WPs as well as possible ideas for WPs. After quickly reviewing the 2014/2015 Goals & Objectives the committee confirmed that the WPs that will be completed by June 30, 2015 will be as follows:

- Historical Drinking Glass Fundraiser
- Downtown Coloring Book
- Historical Paint Color Workshop (WP needed)
- Way-finding Program
- Flower Program

The committee then discussed the development of new WPs for the 2015/2016 year. Using many of the ideas from the “Work Plan Parking Lot” the committee decided to create complete WPs for the following:

- **Downtown “I Spy” Game** = in the past Susan Montenegro has mentioned that her husband would be interested in taking photos for this. We will be asking him to volunteer. In addition to our downtown coloring books, the committee will plan on providing these resources to the 3rd Class for Owosso Schools,

who have an Owosso history class. This will provide an historic educational element while engaging local stakeholders.

- **Downtown Bike Racks** = New conversations with the current Baker College president have yielded a great prospect of the college's metals class completing bike racks for the downtown area at their expense. Bill & Josh will be continuing talks with Baker to determine the reality of getting all racks completed in the 15/16 year. If feasible, a work plan will be created & completed.
- **Façade Cleaning & Painting** = A WP will be developed that will engage current property owners with the idea of using volunteer time and resources to help clean and possibly paint the first floor facades of downtown buildings. The committee will look for donations for cleaning supplies. In addition, using historically appropriate paint colors (as determined by the committee's paint color workshop conducted in the 14/15 year), volunteers will paint vacant buildings throughout downtown. This will correlate with the board's goal to revitalize vacant, downtown buildings, as well as provide physical improvements to the district.
- **Christmas Greens/Decoration** = The committee decided to continue the Christmas greens and decoration of downtown during the holiday season. This effort will need to be fully funded through sponsorships. Further discussion needs to be had to decide on the extent of the work and possible location. Like the flower program, this decoration WP will add to our downtown's beautification.
- **Flower Program; Drinking Glass Fundraiser; & Way-finding Program** – The following programs will be continuing throughout the 2015/2016 year. WPs will be updated.

In addition to the WPs listed above, the Design Committee has asked Josh to contact MMS and get possible WP ideas that will meet the "Design Assistance/Best Practices" requirement for a comprehensive WP strategy.

Additional discussion was had to help finalize our current WPs for the 2014/2015 year as well as initial development of future WPs for the 2015/2016 year. Work Plans must be completed in their entirety by no later than **March 25, 2015** for board approval.

Action Items: <u>Action:</u>	<u>Assigned to:</u>	<u>Due Date:</u>
Contact Paint Rep for the Historical Paint Workshop	Bill Gilbert	3/1/15
Collect money for glasses from distribution locations	Thomas Ainsworth	3/1/15
Contact MMS about Design Assistant/Best Practices WP ideas	Josh Adams	3/1/15
Order Flower Baskets for 2015 season	Lorraine Weckwert	3/13/15
Start engaging flower program sponsors	Josh A. & Bill G.	3/13/15
Talk to Susan's husband about taking pictures of downtown locations	Susan Montenegro	3/13/15
Talk to Baker College about bike rack WP	Josh A. & Bill G.	3/20/15
Start writing and updating WPs for board approval	Committee	3/25/15



MEETING NOTES

Economic Restructuring Committee Work Plan/Brainstorming Meeting Notes

Friday, February 27, 2015

11:30am – 1:30pm @ Treasure's Restaurant (Rear Conference Room)

Purpose of Meeting: Work Plan Brainstorming Meeting	Attendees: Lance Omer Rick Hebert Phil Hatheway Josh Adams Absent: Lorraine Weckwert Alaina Krauss
Notes Prepared By: Lance Omer & Josh Adams	
Additional Information: None	

Notes: The meeting started out with a review of the 2015/2016 Goals & Objectives for Owosso Main Street (OMS) as determined by the board of directors during their Board Retreat/Strategic Planning Session back in January. Josh Adams talked in detail about each goal.

Josh Adams then talked about the new comprehensive work plan strategy laid out by National Main Street (NMS) during the year-end review. A hand-out was provided showing each "responsibility" of the Economic Restructuring (ER) Committee and where current or proposed work plans (WPs) fit within that structure. The group discussed in detail about how the Board's Goals & Objectives laid out by the board need to be implemented with the 2015/2016 Work Plans all while still meeting the comprehensive work plan strategy's laid out by NMS. Josh talked about how existing WPs or reoccurring WPs can be kept, however; an effort to apply the board's goals & objectives within that WP needs to happen. This can be accomplished by making slight changes or additions within each WP.

Using the information provided (see ER Committee Planning Packet) the committee reviewed the current WPs as well as possible ideas for WPs. After quickly reviewing the 2014/2015 Goals & Objectives the committee confirmed that the WPs that will be completed by June 30, 2015 will be as follows:

- Utilizing the current Downtown Market Study (WPs needed)
- Downtown Loyalty Program (Earnest Marketing)
- Downtown Welcome Packets
- Retail/Merchandising Workshop (WP needs updating)

The committee then discussed the development of new WPs for the 2015/2016 year. Using many of the ideas from the “Work Plan Parking Lot” the committee decided to create complete WPs for the following:

- **Mentorship Program** = The committee discussed the importance of having a mentorship program in helping new businesses get familiar with the downtown & it’s systems. A Mentorship Program would offer trained volunteers with appropriate information about the downtown and it’s resources to help new business owners with things such as: offering DDA and Chamber resources, upcoming trainings through the Chamber, addressing parking issues, upcoming events, utilizing cross-promotion with other downtown businesses, and many other things.
- **Business Visitation Program** = Out of the Mentorship Program discussion, the idea of having a regular Business Visitation Program came about. This program would routinely check in on business owners to see how they are doing and answer any questions they might have (visitation times could be tied to the Mentorship Program to make things easier). This WP would support the board’s goal of monthly communication and engagement with downtown stakeholders.
- **Property Owner Program** = The committee talked about how the downtown property owners are the most vital part of our district. From maintenance of buildings to downtown tenants, property owners are the “gatekeepers” of our community. The committee would like to develop a program that increases communication and engagement with each property owner. Our hope is that, through relationship. OMS can help direct possible tenants, provide historical preservation education, and other services to individual owners. This WP would also support the board’s goal of monthly communication and engagement with downtown stakeholders.
- **Theater Marquee** = The committee talked in detail about finding resources for the Lebowsky Center (downtown’s historic theater) to assist in getting matching grant funds for the current \$16k grant they have received from the Michigan Council for the Arts and Cultural Affairs (MCACA). Josh Adams stated that he will contact the MEDC and MMS to discuss further options.
- **Façade Grant Facilitation** = Although we are currently pending a city survey to get back into the Low/Mod-Façade Program, the committee agreed that assistance with facilitating future grants would be a part of their WP process.

In addition to the WPs listed above, the ER Committee has asked Josh to contact MMS and get possible WP ideas that will meet the “Business Development/Real Estate Development Strategies” and “Assembling Economic Partnerships & Resources” requirements for a comprehensive WP strategy.

Additional discussion was had to help finalize our current WPs for the 2014/2105 year as well as initial development of future WPs for the 2015/2016 year. Work Plans must be completed in their entirety by no later than **March 25, 2015** for board approval.

Action Items: <u>Action:</u>	<u>Assigned to:</u>	<u>Due Date:</u>
Start writing and updating WPs for board approval	Committee	3/25/15



MEETING NOTES

Promotion Committee Work Plan/Brainstorming Meeting Notes

Wednesday, February 25, 2015

8:00am – 10:15am @ Owosso City Hall (Lower-level Conference Room)

Purpose of Meeting: Work Plan Brainstorming Meeting	Attendees: John Hankerd Sue Treen Shar Haskins Tracey Peltier Deb Gilbert Tina Jeffords Kim Springsdorf Robert Doran Josh Adams
Notes Prepared By: Josh Adams Additional Information: This was the first official meeting of Owosso Main Street's (OMS) new centralized Promotion Committee. For the last three years the OMS Promotion Committee has existed as multiple sub-committees and met on specific work plans. This committee has been formed for the following purposes: keeping track of all Promotion WPs, developing new ideas for future WPs, and general oversight of the brand and image of Downtown Owosso as it relates to OMS.	

Notes: The meeting started out with a review of the 2015/2016 Goals & Objectives for OMS as determined by the board of directors during their Board Retreat/Strategic Planning Session back in January. Main Street Manager, Josh Adams talked in detail about each goal.

Josh Adams then talked about the new comprehensive work plan strategy laid out by National Main Street (NMS) during the year-end review. A hand-out was provided showing each "responsibility" of the Promotion Committee and where current or proposed work plans (WPs) fit within that structure. The group discussed in detail about how the Board's Goals & Objectives laid out by the board need to be implemented with the 2015/2016 Work Plans all while still meeting the comprehensive work plan strategy's laid out by NMS. Josh talked about how existing WPs or reoccurring WPs can be kept, however; an effort to apply the board's goals & objectives within that WP needs to happen. This can be accomplished by making slight changes or additions within each WP.

Using the information provided (see Promotion Committee Planning Packet) the committee reviewed the current WPs as well as possible ideas for WPs. After quickly reviewing the 2014/2015 Goals & Objectives the committee confirmed that the WPs that will be completed by June 30, 2015 will be as follows:

- Downtown Clean-up
- Evening Shopping Events (Second Fridays)
- Sidewalk Sales/Sidewalk Chalk Art Contest
- Tour Our Town
- Art Walk
- Wednesday Night Car Cruise? – we need to talk to last year's Work Plan manager to see if this will be happening.

The committee then discussed the development of new WPs for the 2015/2016 year. Unlike other OMS Committees, the Promotion team has very few ideas within “Work Plan Parking Lot”. Mainly because the ideas this committee comes up with get implemented rather quickly. Due to the already large amount of current, reoccurring work plans already underway within this committee the team agreed that focusing on three major objectives to move Promotion forward during the 2015/2016 year:

- ***Correlation between reoccurring Work Plans & the Board's Goals & Objectives*** = The committee agreed that moving forward they will be sure to highlight within each work plan the distinct goals & objectives that the board set out for OMS. This can be accomplished by making small additions within reoccurring work plans. Using the goals and objectives as points of improvement within each work plan is another great way to create correlation.
- ***Promotional Materials*** = The committee talked about the need of promotional materials (digital and print based) that would help in promoting our downtown. Creating a work plan possibly in correlation with the Organization Committee and other local stakeholders (such as the CVB) would be very helpful in developing a great promotional material campaign. Further discussion on this idea will occur following meetings.
- ***Regional Marketing*** = The committee agrees that the “next-level” for promotion of Downtown Owosso is to take our image/brand to a regional and state level of marketing. The committee recognizes that this takes a level of financial capital that OMS currently does not have, however; through strategic partnerships and additional fund generation it might be possible. Further discussion on this idea will occur following meetings.
- ***Glow Owosso, Art Walk, Tour Our Town, Owossopalooza, Car Cruises, Success Stories, Evening Shopping, Sidewalk Sales/Chalk Art, and Downtown Clean-up*** – The following programs will be continuing throughout the 2015/2016 year. WPs will be updated.

Additional discussion was had to help finalize our current WPs for the 2014/2105 year as well as initial development of future WPs for the 2015/2016 year. Work Plans must be completed in their entirety by no later than **March 25, 2015** for board approval.

Action Items: <u>Action:</u>	<u>Assigned to:</u>	<u>Due Date:</u>
Start writing and updating WPs for board approval	Committee	3/25/15