



Regular Meeting Agenda
Owosso DDA/Main Street
Wednesday, April 2, 2018, 7:30 a.m.
Owosso City Council Chambers,
301 W Main St.
Owosso, MI 48867

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.

7:30 to 7:40

Call to order and roll call:

Review and approval of agenda: April 2, 2018

Review and approval of minutes: March 7, 2018

Public Comments:

7:40 to 8:00

Items of Business:

- 1) Check Register.....(Resolution)
- 2) Budget Report.....(Discussion)
- 3) Work Planning (preliminary strategy approval)..... (Resolution)
- 4) Facade Grant Update.....(Discussion)

8:00 to 8:30

Committee Updates

- 1) Design & Business Vitality
- 2) Promotion & Outreach
- 3) Business Owners Committee
- 4) Manager Updates

Board Continuing Education/Information

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 audiotapes 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
March 2018



MINUTES
REGULAR MEETING OF THE
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OWOSSO
MARCH 07, 2018 AT 7:34 AM
CITY COUNCIL CHAMBERS

CALL TO ORDER: The meeting was called to order by Chairman Dave Acton at 7:34 a.m.

ROLL CALL: Was taken by Recording Secretary, Marty Stinson.

MEMBERS PRESENT: Chairman Dave Acton, Authority Members Mayor Chris Eveleth (left 8:03 a.m.), Jon Moore, Lance Omer, Theresa Trecha, Kevin Wiles (arrived 7:43 a.m.), and Jim Woodworth.

MEMBERS ABSENT: Vice-Chairman Bill Gilbert and Authority Member Kenn Cushman.

OTHERS PRESENT: Josh Adams, Main Street Manager; Sue Montenegro, Assistant City Manager & Community Development Director; Leah Shaull, Manager of Foster Coffee Company.

AGENDA:

IT WAS MOVED BY AUTHORITY MEMBER EVELETH AND SUPPORTED BY AUTHORITY MEMBER WOODWORTH TO APPROVE THE AGENDA FOR MARCH 7, 2018 AS PRESENTED,

AYES: ALL. MOTION CARRIED.

MINUTES:

IT WAS MOVED BY AUTHORITY MEMBER WOODWORTH AND SUPPORTED BY AUTHORITY MEMBER EVELETH TO APPROVE THE MINUTES OF FEBRUARY 7, 2018, AS PRESENTED.

AYES: ALL. MOTION CARRIED.

PUBLIC COMMENTS: Board Member Moore introduced his manager of Foster Coffee Company, Leah Shaull. She enjoys seeing how the businesses in Owosso support each other.

ITEMS OF BUSINESS:

1) CHECK REGISTER

(SEE BOARD PACKET FOR CHECK REGISTER)

IT WAS MOVED BY AUTHORITY MEMBER EVELETH AND SUPPORTED BY AUTHORITY MEMBER MOORE TO APPROVE THE CHECK REGISTER FOR MARCH, 2018 AS PRESENTED.

AYES ALL. MOTION CARRIED.

2) BUDGET REPORT

(SEE BOARD PACKET FOR BUDGET)

Mr. Adams noted that they probably would not have to take anything out of reserve this year and might possibly be able to put back \$5-10,000 by the end of the fiscal year.

7:43 A.M. AUTHORITY MEMBER KEVIN WILES ARRIVED

3) BUDGET APPROVAL

Mr. Adams said that a budget can be adjusted at monthly meetings as money arrives rather than estimating too high at this point. This is an estimated budget using many of last year's figures. He reviewed the figures at the meeting. Chairman Acton questioned the website expenses. Mr. Adams commented the initial expenses would be in this year's budget. Ongoing expenses would not need its own line item. Chairman Acton noted that a budget is a planning tool. Board Member Trecha asked about trash pick-up and restroom maintenance. Mr. Adams said it will go under maintenance and that the Design Committee is tasked to fund it. Several groups around the city pay into the maintenance of the restrooms.

IT WAS MOVED BY AUTHORITY MEMBER WILES AND SUPPORTED BY AUTHORITY MEMBER EVELETH TO APPROVE THE BUDGET AS PRESENTED.

AYES ALL. MOTION CARRIED.

8:02 A.M. BOARDMEMBER EVELETH LEFT THE MEETING.

4) FAÇADE GRANT UPDATE

Mr. Adams stated that the reviews are ready to submit and they hope to put the projects out to bid at the beginning of April. Those buildings are: Century 21; Dean's Hobby; Radio Shack, both front and back; Edward Jones; and the Hit and Pitch.

5) YEAR-END NUMBERS & NMS ARTICLE

Per Mr. Adams, Owosso has been highlighted recently in a couple of national magazines. One for its leadership, and another for engaging Main Street Transformation Strategies. The Argus-Press gave a great review of these articles, also.

Mr. Adams discussed the value of volunteer hours (\$24 / hr.) with thousands of hours worked. Discussion with board continued about businesses cooperating with each other; maybe making a network of "help"; looking into a community help desk.

COMMITTEE UPDATES:

1) DESIGN AND BUSINESS VITALITY

The Way-Finding Grant has been narrowed down to types of signs. Committee will be working on starting streetscape improvements. Also working with arborist Bill Brooks to trim trees downtown.

2) PROMOTION AND OUTREACH

The yearly calendar is done. They are now getting ready for summer. The chocolate walk was a huge success. The weather was a factor that day (snowstorm), but still a great event. May do other similar events because it was so popular – maybe quarterly. Talked about possible VIP tickets.

PUBLIC COMMENTS: Ms. Shaull asked if the businesses that didn't participate were notified of the results of the Chocolate Walk; invited for the future; did they have questions. Mr. Adams replied that an e-mail was a good idea.

BOARD COMMENTS:

Board Member Trecha suggested that not all the participants in the Chocolate Walk may have been able to get to all of the businesses in the outlying areas because of the weather. Discussion to start the walk at different areas in the future.

ADJOURNMENT:

IT WAS MOVED BY AUTHORITY MEMBER OMER AND SUPPORTED BY AUTHORITY MEMBER WILES TO ADJOURN AT 8:34 A.M.

AYES: ALL. MOTION CARRIED.

Dave Acton, Chairman

mms

March 2018 Check Register
By Check Number



**Owosso Main Street
Check Register - By Check Number
March 2018**

<u>Num</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
2644	03/10/2018	City of Owosso	Bulbs for Chairman Lights	296-000-101.250 Checking #0425	
	03/10/2018		Bulbs for Chairman Lights	296-200-831.000 MAINTENANCE	-1,100.65
TOTAL					-1,100.65
2645	03/10/2018	Gilbert's Do It Best	Supplies for Signage	296-000-101.250 Checking #0425	
	03/10/2018		Supplies for Signage	296-200-728.000 OPER SUPPLIES	-62.90
TOTAL					-62.90
2646	03/10/2018	Michigan Festivals and...	Glow Calendar Listing	296-000-101.250 Checking #0425	
	03/10/2018		Glow Calendar Listing	296-696-818.000-GLOW	-160.00
TOTAL					-160.00
2647	03/10/2018	Bronner's Commercial ...	bulb replacements for Christmas lights	296-000-101.250 Checking #0425	
	03/10/2018		bulb replacements for Christmas lights	296-200-831.000 MAINTENANCE	-506.20
TOTAL					-506.20
2648	03/10/2018	Kelly's Refuse	Trash Service	296-000-101.250 Checking #0425	
	03/10/2018		Downtown Trash Removal	296-200-831.000 MAINTENANCE	-500.00
			Dumpster-1 Trash Removal	296-200-831.000 MAINTENANCE	-300.00
TOTAL					-800.00
2649	03/10/2018	Tracey Peltier	Program Assistant Services	296-000-101.250 Checking #0425	
	03/10/2018		Program Assistant Services 2/19 - 3/4/18	296-200-999.101 MANAGER WAGES	-576.92
TOTAL					-576.92
2650	03/10/2018	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425	
	03/10/2018		Manager Wages 2/24/18 - 3/9/18	296-200-999.101 MANAGER WAGES	-2,178.84
TOTAL					-2,178.84

**Owosso Main Street
Check Register - By Check Number
March 2018**

<u>Num</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
2651	03/23/2018	City of Owosso	2018 Bond Payment-1	296-000-101.250 Checking #0425	
	03/16/2018		Spring 2018 Bond Payment - Prinicple	296-966-999.397 SIDEWALK FUND	-45,000.00
			Spring 2018 Bond Payment - Interest	296-966-999.397 SIDEWALK FUND	-17,183.75
TOTAL					-62,183.75
2652	03/23/2018	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425	
	03/22/2018		Manager Wages 3/10/18 to 3/23/18	296-200-999.101 MANAGER WAGES	-2,178.84
TOTAL					-2,178.84
2653	03/23/2018	First Bank Card	March 2018 CC payment	296-000-101.250 Checking #0425	
	02/21/2018		March 2018 CC payment	296-000-202.100 Credit Card	-137.32
TOTAL					-137.32
2654	03/23/2018	Martha Stinson	March 2018 Minutes Recording Services	296-000-101.250 Checking #0425	
	03/16/2018		March 2018 Minutes Recording Services	296-200-728.000 OPER SUPPLIES	-50.00
TOTAL					-50.00
2655	03/23/2018	Tracey Peltier	Program Assistant Services	296-000-101.250 Checking #0425	
	03/22/2018		Program Assistant Services 3/5/18 to 3/18/18	296-200-999.101 MANAGER WAGES	-576.92
TOTAL					-576.92

April 2018 Budget Report



Owosso Main Street
Profit & Loss Budget vs. Actual
 July 2017 through June 2018

<u>Ordinary Income/Expense</u>	<u>Jul '17 - Jun 18</u>	<u>Budget</u>	<u>\$ Over Budget</u>
<u>Income</u>			
296-000-401.403 GEN PROP TAX	42,199.06	43,000.00	-800.94
296-000-401.405 TIF	172,619.35	173,000.00	-380.65
296-000-664.664 INTEREST INCOME	4.39	5.00	-0.61
296-000-671.676 DESIGN INCOME			
296-000-671.676-FLOWER PROGRAM	50.00	5,000.00	-4,950.00
296-000-671.676 DESIGN INCOME - Other	4,705.00	4,750.00	-45.00
Total 296-000-671.676 DESIGN INCOME	4,755.00	9,750.00	-4,995.00
296-000-671.677 ER INCOME			
296-000-671.677-DUMPSERVICE	2,190.00	2,000.00	190.00
Total 296-000-671.677 ER INCOME	2,190.00	2,000.00	190.00
296-000-671.678 PRO INCOME			
296-000-671.678-ARTWALK	500.00	500.00	0.00
296-000-671.678-CARCruise	2,054.11	2,100.00	-45.89
296-000-671.678-DOMI	150.00	2,000.00	-1,850.00
296-000-671.678-GLOW	23,546.27	23,600.00	-53.73
296-000-671.678-NYEPARTY	5,086.00	5,100.00	-14.00
296-000-671.678-VINTAGEMOTORCY	1,253.00	1,300.00	-47.00
Total 296-000-671.678 PRO INCOME	32,589.38	34,600.00	-2,010.62
296-000-671.679 ORG INCOME			
296-000-671.679-COMMDEVELSERVES	14,338.31	24,580.00	-10,241.69
296-000-671.679-WEBSITE	1,070.00	3,500.00	-2,430.00
Total 296-000-671.679 ORG INCOME	15,408.31	28,080.00	-12,671.69
Total Income	269,765.49	290,435.00	-20,669.51

Owosso Main Street
Profit & Loss Budget vs. Actual
July 2017 through June 2018

	<u>Jul '17 - Jun 18</u>	<u>Budget</u>	<u>\$ Over Budget</u>
<u>Expense</u>			
DEP 200 GEN SERVICES			
296-200-728.000 OPER SUPPLIES	2,025.70	1,500.00	525.70
296-200-818.000 CONTRACT SER	3,000.00	3,100.00	-100.00
296-200-831.000 MAINTENANCE	18,905.85	21,000.00	-2,094.15
296-200-858.000 MEMBER + DUES	500.00	1,000.00	-500.00
296-200-860.000 ED + TRAINING	602.48	1,500.00	-897.52
296-200-999.101 MANAGER WAGES	53,205.57	56,650.00	-3,444.43
Total DEP 200 GEN SERVICES	78,239.60	84,750.00	-6,510.40
DEP 695 ORGANIZATION EXPENSES			
296-695-818.000 ORG WK PLNS			
296-695-818.000-VOLPARTY	407.85	500.00	-92.15
296-695-818.000-WEBSITE	299.80	300.00	-0.20
Total 296-695-818.000 ORG WK PLNS	707.65	800.00	-92.35
DEP 695 ORGANIZATION EXPENSES - Other	0.00	1,700.00	-1,700.00
Total DEP 695 ORGANIZATION EXPENSES	707.65	2,500.00	-1,792.35
DEP 696 PROMOTION EXPENSES			
296-696-818.000 PRO WK PLNS			
296-696-818.000-ARTWALK	987.00	1,000.00	-13.00
296-696-818.000-CARCUISE	10,784.90	11,000.00	-215.10
296-696-818.000-DOMI	2,200.00	2,200.00	0.00
296-696-818.000-DOWNTOWNPROMO	2,438.88	2,500.00	-61.12
296-696-818.000-GLOW	14,182.50	14,100.00	82.50
296-696-818.000-NYEPARTY	4,484.47	4,500.00	-15.53
296-696-818.000-OPENSTREETS	1,023.31	1,100.00	-76.69
296-696-818.000-VINTAGEMOTORCY	1,340.20	1,400.00	-59.80
Total 296-696-818.000 PRO WK PLNS	37,441.26	37,800.00	-358.74
DEP 696 PROMOTION EXPENSES - Other	0.00	0.00	0.00
Total DEP 696 PROMOTION EXPENSES	37,441.26	37,800.00	-358.74
DEP 697 DESIGN EXPENSES			
296-697-818.000 DES WK PLNS			
296-697-818.000-CHRISTMAS	2,121.88	2,200.00	-78.12
296-697-818.000-FLOWER PROGRAM			
296-697-818.000-BED PLANTS	325.81	350.00	-24.19
296-697-818.000-FLOWER PROGRAM - Other	164.30	165.00	-0.70
Total 296-697-818.000-FLOWER PROGRAM	490.11	515.00	-24.89
296-697-818.000 DES WK PLNS - Other	400.00	400.00	0.00
Total 296-697-818.000 DES WK PLNS	3,011.99	3,115.00	-103.01
DEP 697 DESIGN EXPENSES - Other	0.00	4,885.00	-4,885.00
Total DEP 697 DESIGN EXPENSES	3,011.99	8,000.00	-4,988.01
DEP 698 ER EXPENSES			
	0.00	1,500.00	-1,500.00
DEP 901 - CAPITAL OUTLAY			
296-901-965.730 CAPITOL BOWL	3,671.07	9,000.00	-5,328.93
DEP 901 - CAPITAL OUTLAY - Other	0.00	0.00	0.00
Total DEP 901 - CAPITAL OUTLAY	3,671.07	9,000.00	-5,328.93
DEP 966 TRANSFER OUT			
296-966-999.397 SIDEWALK FUND	79,367.50	80,000.00	-632.50
Total DEP 966 TRANSFER OUT	79,367.50	80,000.00	-632.50
Total Expense	202,439.07	223,550.00	-21,110.93
Net Ordinary Income	67,326.42	66,885.00	441.42
Net Income	67,326.42	66,885.00	441.42

Account Balance
as of 4-2-18



Owosso Main Street
Checking Account Balance
As of April 1, 2018

Checking Account = **\$120,158.70**

Pending Payments
as of 4-2-18



9:28 AM

04/02/18

**Owosso Main Street
Unpaid Bills Detail
As of April 2, 2018**

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Due Date</u>	<u>Aging</u>	<u>Open Balance</u>
American Speedy Print Bill	03/29/2018		04/06/2018		32.00
Total American Speedy Print					32.00
TOTAL					32.00

OMS/DDA Programming Alignment 2018/19 Budget FY



PROJECT/ PROGRAMMING	OVERARCHING GOALS																	PARKING LOT	FOUR POINTS													
	Support a regulatory environment that demonstrates a commitment to the development of businesses, housing and community organizations in Downtown Owosso.							Create and demonstrate a welcoming culture of hospitality for the visitors, businesses, and residents of Downtown Owosso.					Expand and sustain a model of “coopetition” among Downtown Owosso businesses, organizations and attractions.						Economic Vitality			Design			Promotion			Organization				
	1. Increase in # of available residential units	2. # of new businesses	3. Increase in approved façade grant applications	4. Increase in building renovation and/or restoration	5. Increase in Main Street Volunteerism of City Staff and other community organizations	6. Active involvement of City in the Redevelopment Ready Community Program	7. Evidence of improved internal communication between City Departments (including Main Street) and other community organizations	1. # of new businesses	2. Increase in # of available residential units	3. Increase in gross sales; daily, monthly, annually	4. Increase in online digital outreach and connections	5. Increase in social media check-ins	6. Increase in real-estate sales/development activity	1. Evidence of cross-business referrals and promotion	2. Increase in collaborative, promotional strategies	3. Increase in networks and networking events	4. # of new businesses		5. Increase in collaboration and improved communication between Main Street, City Depts. and other community organizations	1. Support existing economic base	2. Promote strategic use of space + development	3. Assemble resources	1. Promote physical improvements	2. Preserve + enhance existing historic fabric	3. Encourage planning + best practices	1. Position district as center of activity	2. Market district assets	3. Enhance positive image	1. Promote the revitalization effort	2. Foster community engagement	3. Encourage investment in revitalization	
Ask Owosso	X					X	X		X	X	X	X	X	X	X	X		X					X			X		X				
Flower Program				X	X		X	X	X	X					X						X	X		X		X		X				
Downtown Clean-up				X	X		X	X	X	X					X						X	X		X		X		X				
Decorate Downtown				X	X		X	X	X	X													X		X		X					
Business Development Guide	X	X	X	X		X	X	X	X	X	X	X									X	X	X	X	X	X	X	X	X	X		
Historic Design Booklet		X	X						X	X	X	X	X		X		X				X	X	X	X	X	X						
Way-Finding Signs	X				X	X	X							X	X		X				X	X	X	X	X	X						
Streetscape Sub-Committee	X				X	X	X					X		X			X				X	X	X	X		X				X		
Downtown Workshops	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				X	X	X	X	X	X	X	X	X	X		
Downtown Business Videos		X					X		X	X	X	X	X	X	X						X	X	X	X	X	X	X	X	X	X		
Downtown Discussions	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				X	X	X	X	X	X	X	X	X	X		
Downtown Garage Sale																		X														
TOTAL	9	13	4	7	13	6	8	18	14	22	22	19	14	18	18	20	12	9		3	22	14	19	12	15	16	20	18	23	15	20	14

Board Education/Information Material





OWOSSO MAIN STREET/DDA

WHO ARE WE ? WHAT DO WE DO?

Owosso Main Street/DDA (OMS) is a volunteer-led organization that exists 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.

We use the Main Street Four-Point Approach® *process* as an opportunity to introduce volunteers into the more traditional, professional-led downtown development historically completed by the Owosso Downtown Development Authority (DDA). This *process* requires that the program be led by a Board of Directors. The board of Owosso Main Street is the board of the Owosso DDA.

The board consists of:

- One President
- One Vice-president
- One Treasurer
- One Secretary
- Five Additional Authority Members

The OMS Board of Directors oversees volunteer work in two committees:

- **Promotion & Outreach Committee**
- **Design & Business Vitality Committee**

The Promotion & Outreach Committee focuses on the Organization and Promotion approaches of the National Main Street 4-Point Approach through regular meetings and Work Plan development/implementation.

- Promoting Main Street takes many forms, but the ultimate goal is to position the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics. This can be done through highlighting cultural traditions, celebrating and preserving important architecture and history, encouraging local businesses to market cooperatively, offering coordinated specials and sales, and hosting special events aimed at changing perceptions of the district and communicating to residents, investors, businesses, and property-owners that this place is special.
- A strong organizational foundation is key for a sustainable Main Street revitalization effort. This can take many forms, from a standalone non-profit organization, to a special assessment district, to a program housed in a municipality or existing community development entity. Regardless of the organizational type, the focus is on ensuring that all organizational resources (partners, funding, volunteers, etc.) are mobilized to effectively implement the Community Transformative Strategies.

{more on back}

The Design & Business Vitality Committee focuses on the Design and Economic Vitality approaches through regular meetings and Work Plan development/implementation.

- A focus on Design supports a community's transformation by enhancing the physical elements of downtown while capitalizing on the unique assets that set the commercial district apart. Main Streets enhance their appeal to residents and visitors alike with attention to public space through the creation of pedestrian friendly streets, inclusion of public art in unexpected areas, visual merchandising, adaptive reuse of older and historic buildings, more efficiently-designed buildings, transit oriented development, and much more.
- Revitalizing a downtown or neighborhood commercial district requires focusing on the underlying Economic Vitality of the district. This work is rooted in a commitment to making the most of a community's unique sense of place and existing historic assets, harnessing local economic opportunity and creating a supportive business environment for small business owners and the growing scores of entrepreneurs, innovators, and localists alike. With the nation-wide growing interest in living downtown, supporting downtown housing is also a key element of building Economic Vitality.

To succeed, Main Street must show visible results that can only come from completing projects – both shorter and longer-term activities that add up to meaningful change. Activities aligned with shorter-term strategies focus on highly visible changes that are a reminder that the revitalization effort is under way and succeeding, helping to secure buy-in from community members and rallying volunteers. Place-making strategies – those actions which focus on what can be achieved “lighter, quicker, and cheaper” are particularly effective and important in energizing the community and demonstrating short-term progress.

While shorter-term, highly visible activities are critical to Main Street's success, communities must also sustain focus on implementation of longer-term projects and activities that are the building blocks for substantial change over time. Identifying milestones for these longer-term projects can be important in creating a sense of forward momentum and reinforcing to the community the need for sustained focus on revitalization efforts.

Coinciding with implementation is an equally important focus on measuring progress and results. Healthy Main Streets are built on a commitment to measure outcomes. We live in a time where public resources are scarce, and competition for private resources is fierce. Main Streets must be able to demonstrate the wise use of resources, which translates to real change on the ground: new jobs added to a Main Street, new businesses open, buildings redeveloped, and numerous other metrics of success. Owosso Main Street, the Michigan Main Street Center, the National Main Street Center, together with our network of over 45 Main Street Coordinating Partners and over 2,200 Main Street communities, works to make measuring results on Main Street easier and accurate.



THE MAIN STREET 4-POINT APPROACH

ORGANIZATION	DESIGN	ECONOMIC VITALITY	PROMOTION
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----- **Overarching Focus** -----

<i>Bring all sectors of the community together to build consensus & common vision, assemble resources, and lead revitalization</i>	<i>Improve the district's physical elements while preserving & enhancing the community's authentic fabric and sense of place</i>	<i>Strengthen & diversify local economy by supporting existing base & encouraging strategic use of space and entrepreneurship development</i>	<i>Position district as the center of activity, culture, commerce, and community life. Market district's assets, and promote its positive image</i>
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----- **Key Programming Efforts** -----

<ul style="list-style-type: none"> • Main Street revitalization, support, & communication 	<ul style="list-style-type: none"> • Physical improvements: buildings & public space 	<ul style="list-style-type: none"> • Existing base advocacy, collaboration, & assistance 	<ul style="list-style-type: none"> • Community & special events
<ul style="list-style-type: none"> • Community engagement, partnerships, volunteer leadership 	<ul style="list-style-type: none"> • Historic Preservation: ethics, education, & awareness 	<ul style="list-style-type: none"> • Fitting & strategic use of space and development 	<ul style="list-style-type: none"> • Retail promotions & marketing
<ul style="list-style-type: none"> • Funding revitalization 	<ul style="list-style-type: none"> • Planning, best practices, & resources 	<ul style="list-style-type: none"> • Economic partnerships & resources 	<ul style="list-style-type: none"> • Branding & image building

----- **Value/Results** -----

SENSE OF OWNERSHIP	SENSE OF PLACE	SENSE OF VITALITY	SENSE OF ACTIVITY
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OWOSSO MAIN STREET **MEETING SCHEDULES**

WEEKLY MEETINGS

- Board President and Executive Director Meeting
 - Fridays, 1:00 p.m. | Off-site (typically in a downtown business)

MONTHLY MEETINGS

- *Board Meeting*
 - 1st Wednesday, 7:30 a.m. | Owosso City Hall | Council Chambers
- *Committee Meetings*
 - **Promotion & Outreach Committee**
 - 4th Wednesday, 8:00 a.m. | Foster Coffee Company or O-Town Cafe
 - **Design & Business Vitality Committee**
 - 4th Tuesday, 8:45 a.m. | Owosso City Hall | Conference Room
 - **Committee Chair Meeting**
 - 1st Tuesday, 8:00 a.m. | Foster Coffee Company
 - **Business Education & Collaboration Committee**
 - 2nd Tuesday, 6:30 a.m. | O-Town Cafe
- *Sub-Committee Meetings*
 - **Business Owner's Meeting (Promo)**
 - 4th Tuesday, 6:00 p.m. | Off-site (typically in a downtown business)
 - **Glow Owosso Meeting (Promo)**
 - TBD year-by-year by sub-committee | Off-site
 - **ArtWalk Meeting (Promo)**
 - TBD year-by-year by sub-committee | Off-site
 - **New Year's Eve Meeting (Promo)**
 - TBD year-by-year by sub-committee | Off-site
 - **Vintage Motorcycle Show Meeting (Promo)**
 - TBD year-by-year by sub-committee | Off-site
 - **Open Streets Owosso Meeting (Promo)**
 - TBD year-by-year by sub-committee | Off-site

ANNUAL MEETINGS

Work Plan Development Meeting Series

- **Board Retreat**
 - Second Monday of October | Offsite | 6:00 p.m.
- **Committee Brainstorming Meetings**
 - Third Monday of January | Offsite | 6:00pm
- **Budget/Work Plan Approval (March Board Meeting)**
 - 1st Wednesday in March, 7:30 a.m. | Owosso City Hall | Council Chambers



Owosso Main Street/DDA *2018 Downtown Calendar*

February 2018

February 6-11 = ART: Shiawassee Art Center Exhibition

February 9 = EVENT: Chocolate Walk {5-8pm}

February 23 - March 7 = THEATER: Owosso Community Players; Disney Beauty and the Beast

March 2018

March 10-11 = EVENT: Shiawassee Regional Chamber of Commerce; Home, Garden, & Business Expo (a collaboration with DOFM & SRCC)

March 13 - April 22 = ART: Shiawassee Art Center Exhibition

April 2018

April 20 & 21 = THEATER: Owosso Community Players; Vanya, Sonia, Masha & Spike

April 25-28 = ART: Shiawassee Art Center Exhibition

May 2018

May 1- June 24 = ART: Shiawassee Art Center Exhibition

May 5 = FARMERS MARKET: Downtown Owosso Farmers Market Opening Day

May 10 = NATURE/CONSERVATION/EVENT: Garlic Mustard Festival, Friends of the Shiawassee River

May 19 = NATURE/CONSERVATION/EVENT: DeVries Nature Conservancy; Plow Day

June 2018

June 7 = HISTORY/MUSEUMS/ART: Owosso Historic Commission Exhibition (Opens 5pm-9:00pm)

June 8 & 10 = EVENT/HISTORY/MUSEUMS: Steam Railroading Institute; Hands on the Throttle Event

June 8-10 = FESTIVAL/EVENT: Curwood Festival

June 8 = HISTORY/MUSEUMS/ART: Owosso Historic Commission Exhibition

June 9 = EVENT/HISTORY/MUSEUMS: Steam Railroading Institute; Themed Rides in conjunction with the Curwood Festival

June 14 = MARKET/MUSIC: Castle Market & Owosso Amphitheater Concert

June 16 - September 29 = FARMERS MARKET/HISTORY: OHC Castle Farmers Market Picnics (*every Saturday from 8am-1pm; Museums open at 10am*)

June 16 = NATURE/CONSERVATION/EVENT: DeVries Nature Conservancy; Float Day and Open House (10am-2pm)

June 21 = MARKET/MUSIC: Castle Market & Owosso Amphitheater Concert

June 22 & 23 = EVENT/HISTORY/MUSEUMS: Steam Railroading Institute; Hands on the Throttle Event

June 24 = EVENT: Open Streets Owosso

June 24 = EVENT/HISTORY/MUSEUMS: Steam Railroading Institute; Themed Rides in conjunction with Open Streets Owosso

June 26 - August 5 = ART: Shiawassee Art Center Exhibition

June 28 = MARKET/MUSIC: Castle Market & Owosso Amphitheater Concert

July 2018

July 12 = MARKET/MUSIC: Castle Market & Owosso Amphitheater Concert

July 19 = NATURE/CONSERVATION/EVENT: DeVries Nature Conservancy; Birds of Prey

July 2018 = SHOPPING: Sidewalk Sales {mid-July}

July 19 = MARKET/MUSIC: Castle Market & Owosso Amphitheater Concert

July 20-21 = FESTIVAL/EVENT: Cruise the Pits Car Show (Farmers Market runs until 3)

July 26 = MARKET/MUSIC: Castle Market & Owosso Amphitheater Concert

July 28 = NATURE/CONSERVATION/EVENT: Friends of the Shiawassee River; Shiawassee River Clean Up

August 2018

August 2 = MARKET/EVENT: Downtown Owosso Farmers Market; Moonlight Market & Owosso Amphitheater Concert

August 2 - September 4 = ART: Shiawassee Art Center Closed

August 3 = NATURE/CONSERVATION/EVENT: DeVries Nature Conservancy; Stargazing Camp (6pm)

August 9 = MUSIC: Last Owosso Amphitheater Concert & Rain Date for Moonlight Market

August 24-25 = FESTIVAL/EVENT: Owosso Vintage Motorcycle Days (Farmers Market runs until 3)

September 2018

September 5 – November 4 = ART: Shiawassee Art Center Exhibition

September 7 = HISTORY/MUSEUMS/ART: Owosso Historic Commission Exhibition; Curwood Restored – The Restoration of Curwood's Paintings (6-9pm)

September 7 & 9 = EVENT/HISTORY/MUSEUMS: Steam Railroading Institute; Hands on the Throttle Event

September 8 = FESTIVAL/EVENT: Art Walk 2018 (Farmers Market runs until 3pm, OHC 2D and 3D and performance Art)

September 8 = EVENT/HISTORY/MUSEUMS: Steam Railroading Institute; Themed Rides in conjunction with the ArtWalk

September 8 = NATURE/CONSERVATION/EVENT: DeVries Nature Conservancy; Helping Hands Workshop

October 2018

October 2018 = EVENT: Apples & Ale {early October}

October 13 = NATURE/CONSERVATION/EVENT: DeVries Nature Conservancy; Fall Festival

October 12-13 = FESTIVAL/EVENT: Shiawassee Regional Chamber of Commerce; Oktoberfest

October 19 = EVENT/HISTORY/MUSEUMS: Steam Railroading Institute; Santa Train (Santa School)

October 20 = EVENT/HISTORY/MUSEUMS: Steam Railroading Institute; Curwood Highlander

October 24 = NATURE/CONSERVATION/EVENT: DeVries Nature Conservancy; Full Moon Hike (6:30-8:30pm)

October 27 = EVENT: Downtown Trick or Treat & Last Day of Farmers Market

November 2018

November 10 = HISTORY/MUSEUMS/ART: Owosso Historic Commission; Decorate the Castle for the Christmas Holiday Season

November 15 = HISTORY/MUSEUMS/ART: Owosso Historic Commission; Volunteer and Donor Recognition Awards (6-7:30pm)

November 10 - December 31 = ART: Shiawassee Art Center Exhibition

November 23 = FESTIVAL/EVENT: Glow Owosso (Glow Parade, 5K run, Tree Lighting, & Glow at the Gould House)

November 24 = SHOPPING: Small Business Saturday

December 2018

December 6 = HISTORY/MUSEUMS/ART: Owosso Historic Commission; Holiday Party & Silent Auction Fundraiser (5-9pm)

December 8 = NATURE/CONSERVATION/EVENT: DeVries Nature Conservancy; Visit with Santa

December 21 & 22 = EVENT/HISTORY/MUSEUMS: Steam Railroading Institute; Santa Express Train to Downtown Owosso

December 31 = EVENT: Downtown Owosso New Year's Eve Block Party