

REGULAR MEETING MINUTES
OWOSSO DDA / MAIN STREET
Council Chambers, City Hall
MARCH 2, 2011

Meeting was called to order at 7:23 a.m. by Chairperson John Hankerd.

Roll Call was taken by Recording Secretary Marty Stinson.

MEMBERS PRESENT: Chairperson John Hankerd, Authority Members Dave Acton, Barb Bucsi, Ben Frederick (arrived 7:26 a.m.), Bill Gilbert (arrived 7:27 a.m.), Alaina Kraus, and Barb Spagnuolo.

MEMBERS ABSENT: Authority Members Jeff Reeves, and Susan Treen.

OTHERS PRESENT: Adam Zettel, Assistant City Manager and Director of Community Development; Deana Doan, Main Street Manager/DDA Director; Laura, Krizov, Manager, Michigan Main Street Center; and Kelly Larson, Main Street Michigan Architect.

AGENDA:

MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER ACTON TO APPROVE THE AGENDA FOR MARCH 3, 2011 WITH THE ADDITION OF JEFF REEVES TO BUSINESS ITEM # 1 AND BUSINESS ITEM # 9 – DOWNTOWN OFFICE LEASE.

YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER ACTON TO APPROVE THE MINUTES OF THE REGULAR MEETING OF FEBRUARY 9, 2011.

YEAS ALL. MOTION CARRIED.

COMMUNICATIONS:

- 1) Staff memorandum
- 2) Meeting minutes of February 9, 2011
- 3) February invoices
- 4) February Check Register
- 5) Resignation of Sue Treen
- 6) MMS email regarding resource team visit

PUBLIC COMMENTS: None

ITEMS OF BUSINESS:

**1. Resignation of Susan Treen
Jeff Reeves Steps Down**

Chairman Hankerd stated that Authority Member Treen's daughter had a baby and is leaving Susan with a higher workload. It has become too difficult to come to meetings, but she still wants to be involved with DDA activities.

Jeff Reeves has also stepped down, though he still wants to participate with the DDA when possible. Chairman Hankerd asked staff if proclamations could be prepared, and presented to them because both have served the DDA very well. Staff affirmed it would be done.

2. Payment of Invoices

<u>Vendor</u>	<u>Amount</u>	<u>Purpose</u>
Barb Bucsi	\$ 31.94	Web page fees reimbursement
Deana Doan	\$ 104.79	Reimbursement for educational expenses
Kelly's Refuse Service	\$ 125.00	February 2011 service

Ludington Electric	\$ 418.75	Repairs Downtown
National Trust Main St.	\$ 250.00	Annual Membership for Deana Doan
Total	\$ 930.48	

**MOTION BY AUTHORITY MEMBER ACTON, SUPPORTED BY AUTHORITY MEMBER BUCSI TO APPROVE THE PENDING INVOICES FOR PAYMENT BY THE DDA / MAIN STREET AS PRESENTED.
YEAS ALL. MOTION CARRIED.**

Authority Member Gilbert asked if the Ludington invoice was routine or Christmas related. Mr. Zettel read the invoice and stated it was routine. It was mentioned that 100% of charges for lighting in the downtown is charged to the DDA.

3. GreenUp CleanUp

Ms. Doan stated that the DDA Design Committee, Friends of Shiawassee River, and the Shiawassee County Health Department have set Saturday, April 30 at 9 a.m. for the GreenUp CleanUp. It would involve the river, river shore, downtown and EYI clean-up. Authority Member Acton is coordinating with Little League Players and expects 150 to 200 participants. He is contacting the Middle and High Schools also. Authority Member Bucsi mentioned that Corbin Wahlstrom from the Honors Program also expressed interest in this event. This will also be the roll-out for the streetscape.

4. MMS quarterly training

Ms. Doan stated this event will be on March 29 - 30 in Wayland, Michigan. The topic is fundraising, and any of the Authority members are welcome to come with her, if they wish.

5. Annual Main Street conference

Ms. Doan noted that the conference will be May 22 – 25 in Des Moines, Iowa. If members signs up by April 1, the registration is reduced to \$355 per person. Arrangements can be made if anyone else wants to go. Ms. Doan's registration is paid for by Michigan Main Street. Her transportation and hotel are paid by the DDA. She may take a charter bus for about \$100 rather than fly. The hotels are ranging from \$120 – 150 per night.

6. Chamber Home & Garden Expo

Ms. Doan reported that this weekend is the Expo. No reservations have been made for the DDA/Main Street, but this would be a good opportunity to get information out to the public. Growing Hometown Teachers offered to share some space with their booth. The main room rental is \$295; the main hallway is \$150. Authority Member Bucsi stated that we really need to be in the main area. The hallways don't get as much traffic. Ms. Doan stated she had a poster board in the DDA office; others noted there were Artisan Market pens, brochures, bags and a lot of other promotional items that could be distributed at the Expo. Ms. Doan will send an e-mail to Authority Members to schedule times for them to help attend the booth in three hour shifts.

7. Resource Team visit

Ms. Doan commented on the e-mail from Laura Krizov, Manager, Michigan Main Street Center. Ms. Doan suggested moving the visit up a month or two to give her more time to organize focus groups. She suggested picking a date in June. Ms. Krizov explained that they bring in consultants for three days to Owosso, and then they provide short and long term recommendations. The three days are really packed. This would be good timing per Mr. Zettel with new staff and new board members coming on. Ms. Krizov needs specific dates; then she can be getting the next meetings set up with Ms. Doan for the focus groups, merchants and customers. This is so Michigan Main Street can help move things forward for Owosso in a very beneficial manner.

Authority Member Bucsi offered help from her team members and possibly use of the bank.

Authority Member Gilbert felt we were jumping the gun with our committees. We've lost a director and now we have a part-time director. He would like to see Deana get through a year or maybe wait at least until the fall.

Ms. Krizov said she has a budget schedule. She's had other communities that have floundered and found this event very helpful. The budget year ends October 1. This could be lost if not used before then. She feels this will bring everyone together.

Authority Member Gilbert feels there are too many activities and we're biting off too much. June, July and August are tough months with business and vacations.

8:02 a.m. Authority Member Bucsi left the meeting.

There was a general consensus that September would be best. Ms. Doan will select a date.

8. Farmers Market

Mr. Zettel noted that Ms. Doan is working on a press release and a notice for the public and a FAQ. City Council has approved the Farmers Market to operate at the same parking lot and on W. Exchange Street. They are authorizing the hiring of Charlie Keenan for the Market Manager and to oversee the Artisan market. They are also making contact with vendors. Authority Member Kraus will put that information on the website. Mr. Zettel said the Farmers Market will be handled almost identical as in the past. Mr. Keenan and Ms. Doan are attending a Farmer's Market Boot Camp next week at MSU.

It was asked what Mr. Keenan was being paid. Mr. Zettel answered \$5,000 for both the Artisan Market and the Farmers Market for the first season which is six months of part-time work.

9. Downtown Main Street office

Ms. Doan told the Authority Members that the lease will be up on March 31st for the downtown office. She recommends that we don't renew. There is concern about the office being upstairs with no elevator, and several members express concern about knees and hip problems. It was recommended that the DPW workers move the office back over to city hall, repaint, and set up the office. Mr. Keenan will be there 2-1/2 days per week. It would be nice to have an affordable downtown office.

Chairman Hankerd liked the separate location, but wasn't fond of the upstairs location either. He is Ok with an office at city hall for now.

Authority Member Acton said the downtown office was either really hot or really cold.

Authority Member Gilbert also prefers a downtown office. We need to make this a project to look for a place downtown. We shouldn't get too comfortable with the city hall office.

Ms. Doan stated that another non-profit is also looking for an office and maybe we could share an office.

Authority Member Gilbert has a couple buildings in mind that two non-profits could share.

Authority Member Acton said it should be ground level with a store front where plans could be spread on the wall. We could stress the welcoming part – make it more visible.

COMMITTEE UPDATES:

1. ORGANIZATION

Board Member Kraus is working on the website. Things are going up on it. Members can e-mail new information to put on the website.

8:31 a.m. Authority Member Frederick left

Mr. Zettel stated there is also an outreach plan to go to other groups and explain who we are.

2. PROMOTIONS

Chairperson Hankerd said that Susan Treen was the promotions chairperson. He will take over for now. They didn't want the Farmers Market to leave; and there are lots of things they are working on.

3. ECONOMIC RESTRUCTURING

Authority Member Gilbert stated that Dave Acton will get the spreadsheets in. The *Downtown Diva* program was purchased. Ms. Doan has that on her laptop. Block Captains gathered inventories, and the information needs to be dumped onto a computer. There is a combined volunteer / networking breakfast where volunteers will be recognized. He is looking to have about 100 people this year.

4. DESIGN

Authority Member Acton has several active plans to report about.

1. The fountain is being built. It needs a name if it doesn't have one already
2. Bike racks – a prototype is being built at Baker College. It's modeled after an old fashioned bike. Eventually there should be about ten of them around the downtown.
3. Fountain Park Dog Strategy. There are several dog grooming businesses near the new fountain park. We need an area nearby for the dogs to use rather than the fountain area. Plans are being discussed.
4. Hanging Flower Baskets. They are also identifying beds in the downtown for plantings.
5. Clean the Streets. They are going to have the kids bring their own brooms and then wash the streets.

8:44 a.m. Board Member Kraus left (quorum no longer met)

6. Banner Committee. The VFW want to place flags around town all the time, not just five times a year.
7. Vacant Building Window Strategy. They are working with the Economic Restructuring Committee to put merchandise in windows and remove old signs. The city should be enforcing the old sign ordinances.
8. They are discussing new visual entries to Owosso.
9. Way finding – The committee is also looking at signage

BOARD COMMENTS:

Board Member Gilbert was glad that Ms. Doan able to be here now.

ADJOURNMENT:

There no longer being a quorum, Chairperson Hankerd closed the meeting at 8:50 a.m.

Alaina Kraus, Secretary

m.m.s.