

**REGULAR MEETING MINUTES  
OWOSSO DDA / MAIN STREET  
Council Chambers, City Hall  
MAY 4, 2011**

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

Roll Call was taken by Recording Secretary Marty Stinson.

**MEMBERS PRESENT:** Chairman John Hankerd, Authority Members Dave Acton, Barb Bucsi, James Demis, Ben Frederick, Bill Gilbert, and Alaina Kraus.

**MEMBERS ABSENT:** Authority Members Cindy Flury and Barb Spagnuolo.

**OTHERS PRESENT:** Deana Doan, Main Street Manager/DDA Director; and Adam Zettel, Assistant City Manager and Director of Community Development.

**AGENDA:**

**MOTION BY AUTHORITY MEMBER BUCSI SUPPORTED BY AUTHORITY MEMBER GILBERT TO APPROVE THE AGENDA FOR MAY 4, 2011 WITH THE ADDITION OF:  
CORRESPONDENCE ITEM # 6 – EMPLOYEE AGREEMENT  
ITEMS OF BUSINESS # 9 – EMPLOYEE AGREEMENT REVISION  
# 10 – PROJECT MARKET FRESH / EBT PROGRAM.  
YEAS ALL. MOTION CARRIED.**

**MINUTES:**

**MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER ACTON TO APPROVE THE MINUTES OF THE REGULAR MEETING OF APRIL 6, 2011.  
YEAS ALL. MOTION CARRIED.**

**COMMUNICATIONS:**

- 1) Staff memorandum
- 2) Meeting minutes of April 6, 2011
- 3) April invoices
- 4) April check register
- 5) Shiawassee District Library request
- 6) Amphitheater Donation
- 7) Agreement for Contractual Employees

**PUBLIC COMMENTS:** None

**ITEMS OF BUSINESS:**

**1. New Member Introductions**

Chairman Hankerd introduced the new authority member, Jim Demis from Demis & Wenzlick; and asked him to tell about his history with the city. Mr. Demis stated he has owned the Pabst Building (217 N. Washington Street) for 30 years and has always been interested in the downtown. He has seen some downtowns with a lot of deterioration. Mr. Hankerd stated that Cindy Flury was another new authority member with a shop on North Ball Street. She was not in attendance.

**2. Shiawassee District Library Request**

Adam Zettel, Assistant City Manager and Director of Community Development, stated he had received a request from the Shiawassee District Library requesting an exemption from the approximate \$10,500 DDA TIF capture. He recommended that the authority not approve this.

Authority Member Frederick asked how does the library fit in with future plans with the city as far as its location between the DDA and Westown, etc. Mr. Zettel replied that they will be looking at that with the Master Plan work. There is also a question about how long the library will remain at that location.

Authority Member Bucsi stated that to approve this request could open the door to others making the same request for the same reason in the current economy.

There was no motion. Mr. Zettel will write a letter to the Shiawassee District Library per Chairman Hankerd's request.

### **3. Curwood Festival Co-sponsorship**

Deana Doan, Main Street Manager/DDA Director, stated that Mike Espich, President of the Curwood Festival, called regarding the window painting contest. He asked if Main Street wanted to co-sponsor the contest with the Festival with a \$40 donation. Ms. Doan felt it would be a nice partnership with the Festival and Main Street. She will send the invitation for the window contest to Authority Member Kraus to be included with the web page.

Authority Member Acton asked when the windows get washed off. Ms. Doan said it wasn't stated on the invitation, but it wasn't too long after the festival previously. Mr. Acton was concerned as the Design Subcommittee is working on some more permanent window displays and doesn't want a conflict. Ms. Doan stated the Main Street can also help promote the contest.

**MOTION BY AUTHORITY MEMBER ACTON, SUPPORTED BY AUTHORITY MEMBER BUCSI TO APPROVE A DONATION IN THE AMOUNT OF \$40 TO GO TO THE CURWOOD FESTIVAL TO CO-SPONSOR THE WINDOW PAINTING EVENT; SAID DONATION TO BE PAID FROM ACCOUNT NUMBER: 248-200-880.000  
YEAS ALL. MOTION CARRIED.**

### **4. Curwood Events**

Ms. Doan stated that Mike Espich is trying to involve more families with the Curwood Festival. This year's theme is "Sporting Events in Curwood County". There will be the Clydesdale horses in town and the Diving Dogs. Farmer's Market will be moving two blocks east on E. Exchange Street to accommodate the Festival requests for using the Armory parking lot and N. Water Street.

### **5. Amphitheater Donations**

Mr. Zettel received a letter from Doug Cornell, President of the Owosso Amphitheater Association, requesting a \$400 donation for the 2011 concert season. Ms. Doan stated that some events vary from costing \$100 up to \$600. The \$400 doesn't sponsor a particular event. Past years have been a financial struggle and they are trying to keep the concerts from being lost. It is in the downtown area and the Artisan Market is the same night.

Authority Member Gilbert stated that the Authority has sponsored this event previously. Is the association still ongoing? Ms. Doan said yes. They are very active and strong. Mr. Gilbert stated that there are signs at the side of the Amphitheater of the sponsors. We should be sure it reads Owosso Main Street. Authority Member Bucsi stated this is also an opportunity to pass out brochures. This is a nice link with the Artisan Market.

**MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER GILBERT TO APPROVE A DONATION TO BE PAID TO THE OWOSSO AMPHITHEATER TO SPONSOR THE SUMMER EVENT; SAID DONATION TO BE PAID FROM ACCOUNT NUMBER 248-200-880.000.  
YEAS ALL. MOTION CARRIED.**

### **6. Michigan Main Street Reports**

Ms. Doan reported that things are not going well. She is struggling with the reduced work time and all of the various projects and newsletters.

Authority Member Bucsi asked if there was something that the board can take on individually. Discussion followed about the Main Street reports. Chairman Hankerd suggested that subcommittee chairs prepare written minutes of those meetings along with a tally of volunteer hours because that is information Ms. Doan needs for the reports. There was discussion of getting volunteers; interns; asking the previous Main Street

Director to contract for a few hours; and possibly contacting the MMS people for further assistance. It was decided to meet next Tuesday, May 10 at 7:15 a.m. and possibly go into Executive Session.

**7. OMS Office Move**

The OMS office has been moved from downtown back to city hall. Ms. Doan is still working out of two offices at city hall, but will soon be working full time in the downstairs office. She invited authority members to tour the new office and meeting area. She is almost settled in, but needs some time to review some of the older files to become familiar those issues.

**8. National Main Street Manager Training**

Ms. Doan will be attending the National Main Street Manager Training in Des Moines, Iowa May 22 – 25. Owosso may be receiving recognition at Des Moines. There will also be other Michigan Main Street people at the training.

**9. Employee Agreement**

Mr. Zettel stated the City Council approved the agreement with a change to Section 6 as follows: Section 6. The DDA shall be a self-sustaining agency and shall cover and pay the costs of all leased employees to the city each month, including wages, benefits and fringes.

**MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER ACTON TO RE-APPROVE THE EMPLOYEE AGREEMENT WITH THE ABOVE STATED CHANGE.  
 YEAS ALL. MOTION CARRIED. AUTHORITY MEMBER GILBERT ABSTAINED.**

**10. Project Market Fresh / EBT Program**

Mr. Zettel explained that Charlie Keenan, Owosso Farmer’s Market Director, is trying to get Project Fresh/Market Fresh involved with the market. This gives seniors script money from the state to spend at the farmers market. Ms. Doan explained that they can only be used for healthy foods or produce, not pastries or craft items. He is also working on Electronic Benefit Transfer (EBT) / Bridge Cards. Nationally, use of a Farmer’s Market is shown to increase by 20% with these sources in place.

**MOTION BY AUTHORITY MEMBER FREDERICK, SUPPORTED BY AUTHORITY MEMBER KRAUS TO ALLOW THE PURSUIT OF THE EBT / BRIDGE CARDS.  
 YEAS ALL. MOTION CARRIED.**

**11. Payment of Invoices**

<u>Vendor</u>	<u>Amount</u>	<u>Purpose</u>
Abbey Stoneworks Inc.	\$ 120.00	Materials for repairs to planters downtown
City of Owosso	\$ 100.00	Reimbursement for LTGO Bonds paying agent fee
City of Owosso	\$ 57.60	Copies for Home and Garden Expo
City of Owosso	\$ 78.46	Reimbursement-March cell phone service – April copies
Hankerd Sportswear	\$ 600.00	T-Shirts for Green Up, Clean Up
Gilberts True Value	\$ 204.31	Supplies
Home Depot	\$ 123.75	Mulch for downtown
Kelly’s Refuse Service	\$ 125.00	April 2011 trash service for the downtown
Lorraine Weckwert	\$ 1,535.82	Reimbursement for plants purchased for the downtown
Ludington Electric	\$ 695.47	Repairs to lights downtown
Ludington Electric	\$ 346.65	Repairs to lights downtown
Michael Treen	\$ 115.00	Additional month rent for 207 N. Washington St #C
Michael Treen	\$ 77.75	Consumers Energy reimbursements for 3/9/11-4/7/11
Michigan Online	\$ 34.12	Balance of April invoice and May invoice
Office Depot	\$ 12.36	Farmers Market supplies
Office Depot	\$ 170.53	DDA office supplies

Office Source	\$ 15.99	Portfolio for Deana
Sunburst Gardens	\$ 250.00	Arbor Day Tree
Valley Lumber	\$ 89.71	River bank fencing repairs
Win's Electric	\$ 625.77	Downtown lights

**Total** \$ 5,378.29

**MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER KRAUS TO APPROVE THE PENDING INVOICES FOR PAYMENT BY THE DDA / MAIN STREET AS PRESENTED MAKING A TOTAL OF \$5,378.29. YEAS ALL. MOTION CARRIED.**

**COMMITTEE UPDATES:**

**1. ORGANIZATION**

Authority Member Bucsi stated the plans for the Volunteer Appreciation Breakfast on May 12 were coming along. 350 invitations were printed and that all downtown business members are invited. Committee chairpersons are to notify volunteers.

8:25 a.m. Authority Member Frederick left the meeting.

Ms. Bucsi continued that Theresa Trecha is taking care of the food items. Each committee chair will be doing a brief presentation.

Authority Member Kraus stated that she needed information from the committees for the website.

Ms. Doan has information regarding the Chamber of Commerce training which also needs to be forwarded to Ms. Kraus. She would also like pictures of events if anyone has any available. Mr. Zettel mentioned that committee chairs could help get information to the web pages with something in writing. The current membership of each committee is also needed. These could be e-mailed to him. Ms. Bucsi has notebooks with news articles of events that could be scanned for pictures also. City hall has scanners available.

Chairman Hankerd mentioned that next month would be officer elections for the DDA / Main Street. He would accept nominations.

Authority Member Gilbert would like regular detailed financial statements every month. A treasurer could be responsible for that. Mr. Zettel stated that he has such a report available. Mr. Gilbert states we need a finance person, and the report should reference the individual committees.

**Chairman Hankerd nominated Authority Member Kraus to be secretary. Authority Member Bucsi nominated Chairman Hankerd for Chairman. Authority Member Acton nominated Authority Member Demis for Treasurer. Authority Member Gilbert nominated Authority Member Bucsi for Vice Chairperson.**

**2. PROMOTIONS**

Chairman Hankerd said they are working on the Artisan Market. Char is also working the same. He talked about the Calendar of Events. They are now meeting regularly on the third Monday of each month at 10:30 a.m. in the DDA/Main Street conference room at city hall.

**3. ECONOMIC RESTRUCTURING**

Authority Member Gilbert commented on the Networking Breakfast. Authority Member Demis will be doing a meeting on the Historic District tax credits which are not currently available. Mr. Zettel stated that if anyone puts in a new awning, it still needs to be addressed by the Historic District Commission. You may contact him for further information. Authority Member Acton stated that we don't want to go national until the state is definitely unavailable.

Authority Member Gilbert stated the Downtown Diva software has been reviewed with Mr. Zettel and Ms. Doan. The information now needs to be punched in. It's being looked into to see if it's compatible with the BS&A computer program that City of Owosso uses so the assessing information about the buildings can be accessed.

#### **4. DESIGN**

Authority Member Acton reported that the fountain subcommittee has decided to keep the presentation separate from Curwood Festival. He really liked an idea that Ms. Doan suggested – combining it with a downtown garden walk with the “owners” of the gardens being available to explain why they chose the plants that are in each particular garden.

Mr. Acton continued that there will be a street sweeping just before the fountain dedication. They want to do that once a month with volunteers from softball teams and possibly honor students who need community service hours.

The downtown bike racks are coming along, but not all the designs are completed. Baker College is designing and building them.

Mr. Acton thanked Bill Gilbert for coordinating the hanging flower basket project.

Mr. Acton continued with comments about the way finding subcommittee which includes the following volunteers: Tom Cook, Adam Zettel, Deana Doan, Joni Forster, Loraine Weckwert, Ron Baker, Shaffer Fox, Phil Hathaway, Dave Acton, Mary Jo Forsythe, Sue Kadilek, and Beth Kuiper.

They are working on not just signs, but the system. There are quick recognition (QR) codes at some corners or on buildings which will show the history and/or historic pictures of that area or building. This group meets every Monday at 1:30 p.m. Ms. Doan commented that no other towns are using QR yet, so this is definitely “hot”.

#### **BOARD COMMENTS:**

Ms. Doan showed a map of the Armory parking lot with only nine spaces still open for the Farmer's Market. This would be used for daily or non-profit spots. The first block of W. Exchange has only five spaces available. Some of the vendors are brand new. A lot of the businesses on Exchange Street are very excited. Ms. Doan will be talking with Public Safety Director Compeau about the parking in the area.

With the Green Up, Clean Up, there were 145 volunteers and that amounted to about 435 volunteer hours. Chairman Hankerd mentioned that if any shirts were leftover, please send them to sponsors. Smaller sizes can be saved for the softball teams to be given to them when they sweep and wash the streets.

#### **ADJOURNMENT:**

**MOTION BY AUTHORITY MEMBER ACTON, SUPPORTED BY AUTHORITY MEMBER BUCSI TO ADJOURN THE MEETING. YEAS ALL. MOTION CARRIED.**

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Alaina Kraus, Secretary

m.m.s.