

**REGULAR MEETING MINUTES
OWOSSO DDA / MAIN STREET
Council Chambers, City Hall
JULY 6, 2011**

Meeting was called to order at 7:20 a.m. by Vice-Chairperson Barb Bucsi.

Roll Call was taken by Recording Secretary Marty Stinson.

MEMBERS PRESENT: Vice-Chairperson Barb Bucsi, Authority Members Dave Acton, James Demis, Ben Frederick, Bill Gilbert, Debbie Johnson, and Alaina Kraus (arrived 7:30 a.m.).

MEMBERS ABSENT: Chairman John Hankerd and vacancy.

OTHERS PRESENT: Deana Doan, Main Street Manager/DDA Director; Adam Zettel, Assistant City Manager and Director of Community Development; Jeff Peltier, volunteer for Owosso Farmer's Market; Tom Manke, Downtown Business Owner.

AGENDA:

MOTION BY AUTHORITY MEMBER GILBERT SUPPORTED BY AUTHORITY MEMBER ACTON TO APPROVE THE AGENDA FOR JULY 6, 2011 WITH THE ADDITION OF TWO BUSINESS ITEMS:

- 3. THE DISCRETION OF THE STARTING TIME FOR THE OWOSSO DDA/ MAIN STREET MEETINGS**
- 4. COUNCIL FEEDBACK.**

YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER FREDERICK, SUPPORTED BY AUTHORITY MEMBER ACTON TO APPROVE THE MINUTES OF THE REGULAR MEETING OF JUNE 1, 2011.

YEAS ALL. MOTION CARRIED.

COMMUNICATIONS:

- 1) Staff memorandum
- 2) Meeting minutes of June 1, 2011
- 3) June invoices
- 4) June budget report

PUBLIC COMMENTS: None

ITEMS OF BUSINESS:

1. June Invoices

Board Member Gilbert asked if the invoice for the flower baskets came in yet. Mr. Adam Zettel, Assistant City Manager and Director of Community Development, stated it came yesterday; who requested that? It will have to go to Council because there was no purchase order. Board Member Gilbert stated he ordered them in February. It's a Design Committee Program and no one else had done it, so he handled it. It's a budgeted item. Board Member Acton sought board support for the flower basket plan. He also stated that the purchasing policy needs to be coordinated. He is seeking from Board Member Demis a procedure to follow. Board Member Demis discussed the purchase order procedure. Mr. Zettel stated that it needs to be processed through staff, possibly starting with Ms. Doan.

7:30 a.m. - Board Member Kraus arrived.

Board Member Acton wants a specific step-by-step work plan approved by the board. Mr. Demis and Mr. Zettel will work this out. Mr. Gilbert looks for it to be the least cumbersome method also. The plan also has to have a dollar amount for volunteers to be able to use when they are working after city hall hours.

Invoices for DDA Approval-July 6, 2011 Meeting

<u>Vendor</u>	<u>Amount</u>	<u>Purpose</u>
American Speedy Printing	\$ 189.00	Artisan Market printing-June 2011
Argus Press	\$ 295.00	Farmers Market Ad
Artist to be determined	\$ 900.00	Entertainment for Artisan Market-July 7 - Aug 11-2011 - 6 events
Aubrey Grant	\$ 300.00	Farmers Market Master compensation-June 2011 - 3 events
Charlie Keenan	\$1,500.00	Farmers Market Master compensation
City of Owosso	\$ 74.12	Reimbursements-cell phone (May 2011)/copies/postage (June 2011)
Connectic Marketing	\$ 475.00	Downtown Brochures
Connectic Marketing	\$ 150.00	City Center advertising May and June 2011
David Pizzie	\$ 300.00	Artisan Market Master compensation for June 2011 - 3 events
DayStarr Communications	\$ 17.33	Phone number forwarding-July 2011
Deana Doan	\$ 93.21	Strawberry social supplies-farmers Market
Gilberts	\$ 295.18	Various items purchased in June 2011
Independent Newspapers	\$ 200.00	Farmers Market Ad
Kelly's Refuse	\$ 250.00	Trash Pickup Downtown-May & June 2011
Lorriane Weckwert	\$ 221.62	Flowers for Downtown
Ludington Electric	\$ 212.03	Repairs/Maintenance Downtown-May 2011
Owosso Area Amphitheater Association	\$ 400.00	2011 Season Contribution
Roger Hall	\$ 190.00	Strawberries for Social-Farmers Market
Ron Baker-reimbursement	\$ 10.39	Anti-Foaming Agent for Fountain
Simpson Brother's Greenhouse	\$ 857.25	Flowers for Downtown
Tracey Peltier	\$ 300.00	Farmers Market Master compensation-June 2011 - 3 events
Valley Lumber	\$ 62.82	Repairs/Maintenance Downtown-June 2011
Val's Pizzeria	\$ 274.00	Community Breakfast
Total	\$7,566.95	

MOTION BY AUTHORITY MEMBER ACTON, SUPPORTED BY AUTHORITY MEMBER GILBERT TO APPROVE THE PENDING INVOICES FOR PAYMENT BY THE DDA / MAIN STREET AS PRESENTED MAKING A TOTAL OF \$7,566.95. YEAS ALL. MOTION CARRIED.

2. Michigan Main Street Reports, Newsletter, Markets

Ms. Doan reported that all the 2010 – 2011 Michigan Main Street reports are completed to date. The annual report is due on August 10. She asked that committee chairs give her a two paragraph report. She also gave out a list of MMS dates coming. They include:

August 10 – Annual report due, and MMS Self Assessment due from all managers, board members and committee chairs.

September 14-15, Downtown Conference - Kalamazoo

December 5-6 - Quarterly Training in Hart

December 13-15 – Accreditation Conference Calls.

The June-July newsletter went out. Ms. Doan also noted that weekly updates are going out to about 200 people with the Market Messenger. The markets are running about 500 on Saturdays and several vendors have even sold out. They are still getting new vendors every week at both markets.

Mr. Acton noted that we need to support these people and the board members should be available. We need to get disciplined with our work plans. If there are problems the first step is call Deana though technically she is not to be working on Saturdays. They can also call Mr. Zettel.

Mr. Gilbert commented that the self-watering system is great. There was a lot of money spent on the bedding and the water was lacking and we need to pay attention to that. If it's the responsibility of the store owners, there should be a warning to it. Mr. Acton stated that we need a separate plan for the watering of the flower beds.

7:50 a.m. Board Member Demis left the meeting.

Mr. Zettel summarized that problems needs to be defined and the work them out. Mr. Gilbert said a lot of it comes down to dollars and cents. In previous years, we've had 120 flower baskets. This year we have 50 – 60 baskets.

Mr. Zettel stated that volunteers added the flower beds and then called the city and said how come the flower beds aren't being watered? There needs to be a discussion with Main Street and city staff.

3. Change of Meeting Starting Time.

There was a request for a change in the starting time for the DDA/Main Street meetings to 7:30 a.m. Vice-Chairperson Barb Bucsi said that it previously started at 8 am then 7:30 and then 7:15. It's important to keep the meeting to around an hour. Board Member Frederick said it's not working out at 7:15. He usually has to leave at 8:15 and he misses the committee updates.

MOTION BY BOARD MEMBER FREDERICK AND SUPPORT BY BOARD MEMBER GILBERT TO MOVE THE START TIME OF THE DDA / OWOSSO MAIN STREET BOARD MEETINGS TO 7:30 A.M. ON THE FIRST WEDNESDAY OF EACH MONTH AND TO UPDATE THE CALENDARS AND PUBLIC NOTICES. YEAS ALL. MOTION CARRIED.

4. Council Feedback

Board Member Frederick stated there was concern from the city council about the lack of voice mail opportunities. We're too vulnerable. Is there a way to transfer voice mail? Mr. Zettel commented that the Washington Street office has been transferred to Deana's cell phone. There is an old voice mail upstairs at city hall. We have many technical problems with our phone system. Mr. Frederick stated that maybe there could be a press release and a message to the Council about the current / correct phone number to use.

Mr. Frederick commented that he wanted to keep supplemental advertising going for the markets. Mr. Acton said they have discussed budgeting about the money in and out of various budget lines. Mr. Zettel said that revenue and expense may need budget amendments. It's up to the board. Mr. Frederick asked if we can do a special meeting to look at the budget again. Mr. Zettel said we could propose and bring it up at the next meeting.

Mr. Gilbert said the Artisan Market was designed to be a fundraiser. We had sponsors and our sponsorship level is lacking now. Mr. Zettel said that it is now costing \$1200 to run this year. Sue Treen did it for free. Mr. Gilbert commented that budget amendments are cumbersome. Mr. Zettel stated that money can be moved around by the board themselves. Mr. Acton said we can have a budget for advertising and advertise once a week. Ms. Doan stated that press releases are free instead of ads. She and Tracey and Aubrey had a great meeting recently. Ms. Bucsi stated that maybe we could get ads at a reduced rate if we bunch ads; so many for the Glo program, so many for the markets. Mr. Zettel will send out a budget to all committees to review.

Ms. Doan asked Tracey and Aubrey to try to find sponsorships for the Farmers Market, and Ms. Doan is looking for the Artisan Market.

Jeff Peltier, volunteer for the Farmers Market, asked if he could get a sponsorship for a specific Saturday. Mr. Zettel replied that it's not a guaranteed thing, but the board is very supportive of suggested plans. Committees would have to make the decisions. Mr. Peltier would like to see the DDA encourage volunteers.

Vice-Chairperson Bucsi introduced Deb Johnson. She is a new board member who is just bringing her Avon business back to downtown Owosso. She has been open for five years and missed being in the downtown. Ms. Bucsi welcomed her to the board and asked the other board members to introduce themselves which they did. Ms. Bucsi stated she had been on the board for about seven to eight years. Mr. Acton is the chairperson for the Design Committee and has two businesses here in town. He just purchased the 104 – 108 N Washington building. Mr. Gilbert is a family member of Gilberts True Value Hardware. His family has owned it since 1965, and just about every member of his family has served on this board. Ms. Kraus has been a member of the board for about two years; she is a communications specialist. Mr. Zettel works for the city of Owosso and will go over some of the history of the DDA/Main Street for Ms. Johnson sometime. Ms. Doan is the Owosso Main Street Manager and started that position in November, 2010. Before that she worked nine years at Baker College.

Ms. Doan continued that the Michigan Main Street wants to do a Main Street 101 and that the board needs to pick two dates in July or August. We have new board members and the topic will be about what it is to be a board member. It will be two days with a four hour timeframe. It was decided a Tuesday and Thursday in August would fit most schedules.

COMMITTEE UPDATES:

1. ORGANIZATION

It was noted that this committee needs a new chair as Barb Spagnuolo term has expired.

2. PROMOTIONS

Chairman Hankerd is on vacation, but Mr. Gilbert shared that the Sidewalk Sales are coming soon and they are working on publications. He also noted that he discovered a huge banner for downtown sidewalk sales. Discussion followed about who could help install the banner.

3. ECONOMIC RESTRUCTURING

Authority Member Gilbert commented that there was not a lot to report. Renita Mikolajczyk would like to do more with this board if it's not a conflict with the Chamber.

4. DESIGN

Authority Member Acton reported that this committee is working on the following work plans

1. Flower bed planting and maintenance
2. Flower bed watering plan
3. Hanging baskets
4. Wayfinding
5. Bike racks
6. Fountain dedication/flower bed walk
7. Community service plan for ongoing "Clean the Streets"
8. Picnic area "eating alley" in walkway between Sobaks and Wells Fargo
9. Sign design guidelines and assistance to business owners
10. Plan to put something in the storefronts that are vacant
11. Banners
12. City gateways

PUBLIC COMMENTS:

Tom Manke commented that he has had many businesses over the years. He is opening a bistro. 100% of the profits will be going back to the community. He has a board to oversee it. He also has two news sites and almost 10,000 followers. This is a ministry and he also does stories on businesses. The world is changing – it's not just two newspapers – it's social networking. Businesses need to go to social networking. The City of Corunna has gone on Facebook. You can buy ads on Facebook. The new restaurant is between Freddie's and the Jade Buffet [on S. Washington] and will be called the "Serene Bean". Board

Member Johnson added that her business boosted 20% right after an ad on Facebook that Mr. Manke did for her.

BOARD COMMENTS:

Vice-Chairperson Bucsi commented that she heard a lot of positive comments about the fountain. Ms. Johnson said she heard that someone climbed the foundation. Mr. Acton commented that we need a splash pool somewhere downtown.

ADJOURNMENT:

**MOTION BY AUTHORITY MEMBER GILBERT, SUPPORTED BY AUTHORITY MEMBER ACTON TO
ADJOURN THE MEETING AT 9:07 A.M.
YEAS ALL. MOTION CARRIED.**

Alaina Kraus, Secretary

m.m.s.