

AGENDA

OWOSSO MAIN STREET/DDA

REGULAR BOARD MEETING

Wednesday, November 2, 2022 7:30 a.m.

Owosso City Hall; Council Chambers; 301 W. Main St., Owosso, MI



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 7:45

Call to order and roll call:

Review and approval of agenda: November 2, 2022

Review and approval of minutes: October 5, 2021

Public Comments:

7:45 to 8:25

Items of Business:

- 1) Check Register.....(Resolution)
- 2) Budget Report.....(Discussion)
- 3) ShiaCash Reports.....(Discussion)
- 4) ChargePoint Reports.....(Discussion)
- 5) Electric Vehicle Stations.....(Discussion)
- 6) OMS National Certification.....(Discussion)
- 7) Website Changes.....(Discussion)
- 8) Financial Committee.....(Discussion)

Committee Updates

- 1) Design - ARPA Funds/Pedestrian Lights - Soil boring bids, City Reimbursement Funds, Fountain Park Wall
- 2) Promotion - Ghoul's Night Out, Influencer Program, Retail Promotions Committee, Glow, NYE Block Party
- 3) Outreach - Social Media Schedule, Content Writers, Photographer, District Liaison Program
- 4) Economic Vitality - RLF, Match on Main

Board Continuing Education/Information:

RRC Completion/National Certification/Board Retreat

Director Updates:

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.]

MINUTES
REGULAR MEETING OF THE
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OWOSSO

October 5, 2022, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Chairman Jon Moore at 7:35 A.M.

ROLL CALL: Taken by Director Kuiper

MEMBERS PRESENT: Chairman Jon Moore, Vice-Chairman Brianna Marrah, Commissioners: Josh Ardelean Lance Omer, Bill Gilbert, Nicole Reyna.

MEMBERS ABSENT: Commissioners Sue Osika, and Melissa Wheeler

OTHERS PRESENT: Beth Kuiper, Director; Nick Bruckman, AmeriCorps Service Member

AGENDA:

IT WAS MOVED BY COMMISSIONER ARDELEAN AND SUPPORTED BY COMMISSIONER OMER TO APPROVE THE AMENDED AGENDA WITH CHANGES TO THE OMS/DDA BYLAWS.

AYES: ALL. MOTION CARRIED.

MINUTES:

IT WAS MOVED BY VICE-CHAIR MARRAH AND SUPPORTED BY COMMISSIONER ARDELEAN TO APPROVE THE MINUTES AS PRESENTED FOR THE REGULAR MEETING HELD SEPTEMBER 14, 2022.

AYES: ALL. MOTION CARRIED.

PUBLIC COMMENTS:

No public comments.

ITEMS OF BUSINESS:

1. **CHECK REGISTER SEPTEMBER 2022:** Brief update provided regarding expenses.

MOTION BY COMMISSIONER GILBERT, SUPPORTED BY VICE-CHAIR MARRAH TO APPROVE THE CHECK REGISTER AS PRESENTED FOR SEPTEMBER 2022.

AYES: ALL. MOTION CARRIED.

2. **BUDGET REPORT:** New layout after utilizing City of Owosso Financial Department.
3. **CREDIT CARD RECONCILIATION:** No new information.
4. **SHIACASH REPORT:** Consumer's Energy to match ShiaCash for shopping season again this year.

5. **CHARGEPOINT REPORT:** Extended warranty was approved. Director Kuiper to meet with downtown advocate shopping experience later today.
6. **OMS/DDA BY-LAWS: MOTION BY COMMISSIONER GILBERT, SUPPORTED BY VICE-CHAIR MARRAH TO APPROVE THE CHECK REGISTER AS PRESENTED FOR SEPTEMBER 2022.**
Support for OMS/DDA by-laws to align with the City of Owosso for 3-minute public comment section.

MOTION BY COMMISSIONER GILBERT, SUPPORTED BY VICE-CHAIR MARRAH TO APPROVE THE AMENDED OMS/DDA BY-LAWS.

7. **PULSE REPORT SURVEY:** Discussion on in-demand businesses, why the community visits downtown and ways to engage more people.
8. **COMMUNITY SELF-ASSESSMENT:** Director Kuiper received feedback and looking at next steps for training services.

COMMITTEE UPDATES:

1. **Design:** \$5000.00 spent on soil testing for pedestrian lights
2. **Promotion:** New chair to focus on business promotions rather than events
3. **Organization:** N. Bruckman to help with website and social media
4. **Economic Vitality:** Rotating Retail to be activated

BOARD CONTINUING EDUCATION/INFORMATION:

Storytelling series in Lansing was held 10/2-3. Continued RRC trainings on Wednesday evenings

DIRECTOR UPDATES:

PUBLIC COMMENTS:

BOARD COMMENTS:

ADJOURNMENT:

IT WAS MOVED BY COMMISSIONER ARDELEAN AND SUPPORTED BY COMMISSIONER OMER TO ADJOURN AT 8:45 A.M.

AYES: ALL. MOTION CARRIED.

NEXT MEETING OCTOBER 5, 2022.

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
10/14/2022	1	135272	CITY OF OWOSSO	PRINCIPAL PAID	991.100	905	388.69
				INTEREST PAID	993.000	905	63.96
				CHECK 1 135272 TOTAL FOR FUND 248:			<u>452.65</u>
10/14/2022	1	135283	KELLY'S REFUSE	DOWNTOWN TRASH CAN PICK UP	930.000	200	1,000.00
10/14/2022	1	135291	OWOSSO-WATER FUND	UTILITIES			** VOIDED **
10/14/2022	1	135297	SLOAN'S SEPTIC TANK SERVICE INC	INTEREST	993.000	905	280.00
10/14/2022	1	8470 (A)	CONSUMERS ENERGY	ELECTRICITY-EV STATION	920.100	200	750.66
10/14/2022	1	8478 (A)	GOULD LAW PC	DDA	818.000	200	625.00
10/14/2022	1	8484 (A)	HUNTINGTON NATIONAL BANK	INTEREST	993.000	905	8,500.00
10/14/2022	1	8490 (A)	LOGICALIS INC	CONTRACTUAL SERVICES	818.000	200	475.00
10/14/2022	1	8503 (A)	STAPLES BUSINESS CREDIT	DDA - 9-16 ORDER	728.000	200	91.99
10/28/2022	1	135307	BETH KUIPER	EDUCATION & TRAINING	956.000	200	15.00
10/28/2022	1	135311	CITY OF OWOSSO	PRINCIPAL PAID	991.100	905	389.67
				INTEREST PAID	993.000	905	62.98
				CHECK 1 135311 TOTAL FOR FUND 248:			<u>452.65</u>
10/28/2022	1	135333	OWOSSO-WATER FUND	UTILITIES	920.000	200	1,494.44
10/28/2022	1	135334	PETERSON'S LANDSCAPING	WATERING	818.000	200	876.00
				BUILDING MAINTENANCE	930.000	200	750.00
				CHECK 1 135334 TOTAL FOR FUND 248:			<u>1,626.00</u>
10/28/2022	1	135341	THE SIDELINE SPORTS BAR OWOSSO LLC	WORK PLAN EXPENDITURES	818.000	705	500.00
10/28/2022	1	8525 (A) #	GILBERT'S DO IT BEST HARDWARE &	BUILDING MAINTENANCE	930.000	200	29.98
				WORK PLAN EXPENDITURES	818.000	705	47.58
				CHECK 1 8525 (A) TOTAL FOR FUND 248:			<u>77.56</u>
10/28/2022	1	8537 (A)	MML MICHIGAN MUNICIPAL LEAGUE	WORKERS' COMPENSATION	719.000	261	38.38

10/28/2022 09:48 AM
User: lehartmann
DB: Owosso

CHECK DISBURSEMENT REPORT FOR CITY OF OWOSSO
CHECK DATE FROM 10/01/2022 - 10/31/2022

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
10/28/2022	1	8551 (A)	VERIZON WIRELESS	DDA	920.300	200	41.76
Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							16,421.09

'#'-INDICATES CHECK DISTRIBUTED TO MORE THAN ONE DEPARTMENT

CASH SUMMARY BY ACCOUNT FOR CITY OF OWOSSO
FROM 10/01/2022 TO 10/31/2022
FUND: 248
CASH AND INVESTMENT ACCOUNTS

Fund Account	Description	Beginning Balance 10/01/2022	Total Debits	Total Credits	Ending Balance 10/31/2022
Fund 248	DOWNTOWN DEVELOPMENT AUTHORITY				
001.200	POOLED CASH (HUNTINGTON BANK)	78,532.31	23,883.47	25,689.97	76,725.81
001.203	MAIN STREET OWOSSO / DDA CHECKING	0.00	10,018.70	0.00	10,018.70
	DOWNTOWN DEVELOPMENT AUTHORITY	<u>78,532.31</u>	<u>33,902.17</u>	<u>25,689.97</u>	<u>86,744.51</u>

PERIOD ENDING 10/31/2022

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2022-23		YTD BALANCE	ACTIVITY FOR		AVAILABLE		% BGD USED
		AMENDED BUDGET	NORMAL	10/31/2022 (ABNORMAL)	MONTH 10/31/2022	INCREASE (DECREASE)	NORMAL	(ABNORMAL) BALANCE	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY									
Revenues									
Dept 000 - REVENUE									
248-000-402.000	GENERAL PROPERTY TAX	33,655.00		24,973.03		330.72		8,681.97	74.20
248-000-402.100	TIF	185,108.00		0.00		0.00		185,108.00	0.00
248-000-540.000	STATE SOURCES	0.00		20,000.00		0.00		(20,000.00)	100.00
248-000-573.000	LOCAL COMMUNITY STABILIZATION SHARE	0.00		18,727.85		18,727.85		(18,727.85)	100.00
248-000-665.000	INTEREST INCOME	1,800.00		7.44		0.00		1,792.56	0.41
248-000-670.000	LOAN PRINCIPAL	0.00		1,325.25		332.55		(1,325.25)	100.00
248-000-670.100	LOAN INTEREST	0.00		724.71		180.44		(724.71)	100.00
248-000-674.200	DONATIONS	5,432.00		0.00		0.00		5,432.00	0.00
248-000-674.300	INCOME-ECNMC RESTRUCTING	20,000.00		0.00		0.00		20,000.00	0.00
248-000-674.400	INCOME-PROMOTION	17,600.00		6,210.00		2,600.00		11,390.00	35.28
248-000-674.500	INCOME-ORGANIZATION	10,000.00		0.00		0.00		10,000.00	0.00
248-000-675.000	MISCELLANEOUS	0.00		90,368.70		10,018.70		(90,368.70)	100.00
248-000-699.101	GENERAL FUND TRANSFER	37,952.00		8,658.14		0.00		29,293.86	22.81
Total Dept 000 - REVENUE		311,547.00		170,995.12		32,190.26		140,551.88	54.89
TOTAL REVENUES		311,547.00		170,995.12		32,190.26		140,551.88	54.89
Expenditures									
Dept 200 - GEN SERVICES									
248-200-728.000	OPERATING SUPPLIES	3,450.00		1,459.64		91.99		1,990.36	42.31
248-200-810.000	INSURANCE & BONDS	3,000.00		1,500.00		0.00		1,500.00	50.00
248-200-818.000	CONTRACTUAL SERVICES	6,500.00		8,865.35		1,976.00		(2,365.35)	136.39
248-200-920.000	UTILITIES	0.00		1,564.84		1,494.44		(1,564.84)	100.00
248-200-920.100	ELECTRICITY-EV STATION	0.00		899.15		750.66		(899.15)	100.00
248-200-920.300	TELEPHONE	500.00		108.34		41.76		391.66	21.67
248-200-930.000	BUILDING MAINTENANCE	58,200.00		14,455.48		1,779.98		43,744.52	24.84
248-200-955.000	MEMBERSHIPS & DUES	1,000.00		0.00		0.00		1,000.00	0.00
248-200-956.000	EDUCATION & TRAINING	0.00		15.00		15.00		(15.00)	100.00
248-200-995.101	TRANSFER TO GENERAL FUND	9,279.00		0.00		0.00		9,279.00	0.00
Total Dept 200 - GEN SERVICES		81,929.00		28,867.80		6,149.83		53,061.20	35.24
Dept 261 - GENERAL ADMIN									
248-261-702.100	SALARIES	62,000.00		18,790.78		4,960.00		43,209.22	30.31
248-261-702.200	WAGES	0.00		147.00		0.00		(147.00)	100.00
248-261-715.000	SOCIAL SECURITY (FICA)	4,743.00		1,450.74		379.97		3,292.26	30.59
248-261-716.100	HEALTH INSURANCE	19,920.00		6,386.20		1,595.14		13,533.80	32.06
248-261-716.200	DENTAL INSURANCE	785.00		241.81		59.83		543.19	30.80
248-261-716.300	OPTICAL INSURANCE	116.00		37.24		9.52		78.76	32.10
248-261-716.400	LIFE INSURANCE	491.00		163.68		40.92		327.32	33.34
248-261-716.500	DISABILITY INSURANCE	796.00		284.61		65.19		511.39	35.76
248-261-717.000	UNEMPLOYMENT INSURANCE	47.00		0.00		0.00		47.00	0.00
248-261-718.200	DEFINED CONTRIBUTION	5,580.00		1,704.41		446.40		3,875.59	30.54
248-261-719.000	WORKERS' COMPENSATION	403.00		205.72		38.38		197.28	51.05
Total Dept 261 - GENERAL ADMIN		94,881.00		29,412.19		7,595.35		65,468.81	31.00
Dept 704 - ORGANIZATION									

REVENUE AND EXPENDITURE REPORT FOR CITY OF OWOSSO
 PERIOD ENDING 10/31/2022

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2022-23	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	10/31/2022	MONTH 10/31/2022	BALANCE	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
248-704-728.000	SUPPLIES	700.00	0.00	0.00	700.00	0.00
248-704-818.000	WORK PLAN EXPENDITURES	9,300.00	0.00	0.00	9,300.00	0.00
Total Dept 704 - ORGANIZATION		10,000.00	0.00	0.00	10,000.00	0.00
Dept 705 - PROMOTION						
248-705-802.000	ADVERTISING	0.00	475.00	0.00	(475.00)	100.00
248-705-818.000	WORK PLAN EXPENDITURES	19,000.00	1,508.39	547.58	17,491.61	7.94
248-705-818.730	ART WALK	0.00	602.00	0.00	(602.00)	100.00
248-705-818.760	CAR CRUISE	0.00	135.00	0.00	(135.00)	100.00
248-705-818.770	CRUISE TO CASTLE	0.00	119.00	0.00	(119.00)	100.00
Total Dept 705 - PROMOTION		19,000.00	2,839.39	547.58	16,160.61	14.94
Dept 706 - DESIGN						
248-706-818.000	WORK PLAN EXPENDITURES	11,600.00	58.42	0.00	11,541.58	0.50
Total Dept 706 - DESIGN		11,600.00	58.42	0.00	11,541.58	0.50
Dept 707 - ECONOMIC RESTRUCTURING						
248-707-818.000	WORK PLAN EXPENDITURES	20,000.00	0.00	0.00	20,000.00	0.00
Total Dept 707 - ECONOMIC RESTRUCTURING		20,000.00	0.00	0.00	20,000.00	0.00
Dept 901 - CAPITAL OUTLAY						
248-901-965.585	CAPITAL CONTRIBUTION-PARKING	1,900.00	0.00	0.00	1,900.00	0.00
Total Dept 901 - CAPITAL OUTLAY		1,900.00	0.00	0.00	1,900.00	0.00
Dept 905 - DEBT SERVICE						
248-905-991.100	PRINCIPAL	60,694.00	1,940.57	778.36	58,753.43	3.20
248-905-993.000	INTEREST	17,738.00	9,102.68	8,906.94	8,635.32	51.32
Total Dept 905 - DEBT SERVICE		78,432.00	11,043.25	9,685.30	67,388.75	14.08
TOTAL EXPENDITURES		317,742.00	72,221.05	23,978.06	245,520.95	22.73
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		311,547.00	170,995.12	32,190.26	140,551.88	54.89
TOTAL EXPENDITURES		317,742.00	72,221.05	23,978.06	245,520.95	22.73
NET OF REVENUES & EXPENDITURES		(6,195.00)	98,774.07	8,212.20	(104,969.07)	1,594.42

CHANGE PASSWORD
HELP PORTAL

home / dashboard

GIFTING

Send Gifts Now

ACTIVITY

View Orders

Process Payments

Orders to Approve

REPORTING

Dashboard

Merchant Redemptions

Payment History

Data Export

PROMOTIONS

Fundraising

BOGO

Discounts

ADMINISTRATION

My Organization Profile

Cert Templates

Cert Denominations

Manage Users

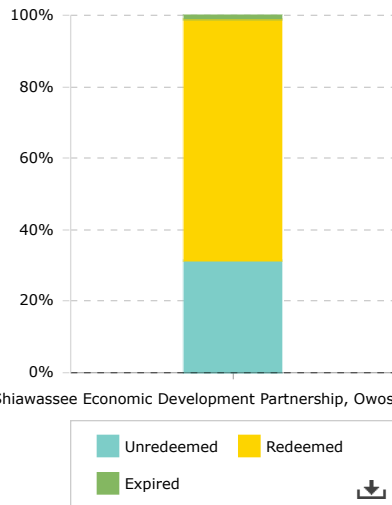
Manage Merchants

Manage Ads

	Issued	Redeemed	Purchasers	Recipients
Total	\$73,030	\$49,365	158	165
YTD	\$1,510	\$21,675	7	7
In Circulation	\$22,915	Payments Owed		
		\$1,150.00		

Start Date Issued: End Date Issued: SEARCH

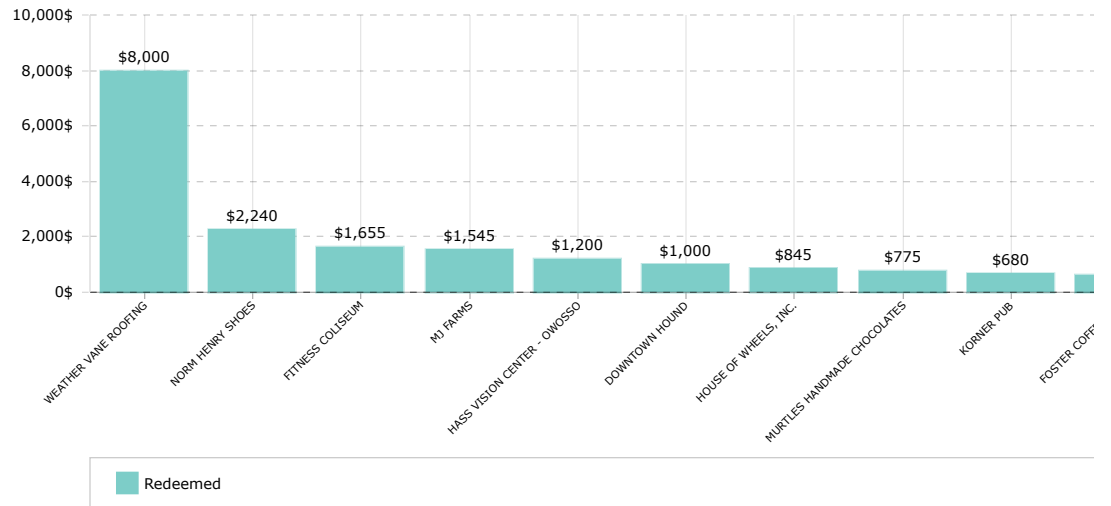
Total Currency Circulation



Currency Issued By Month



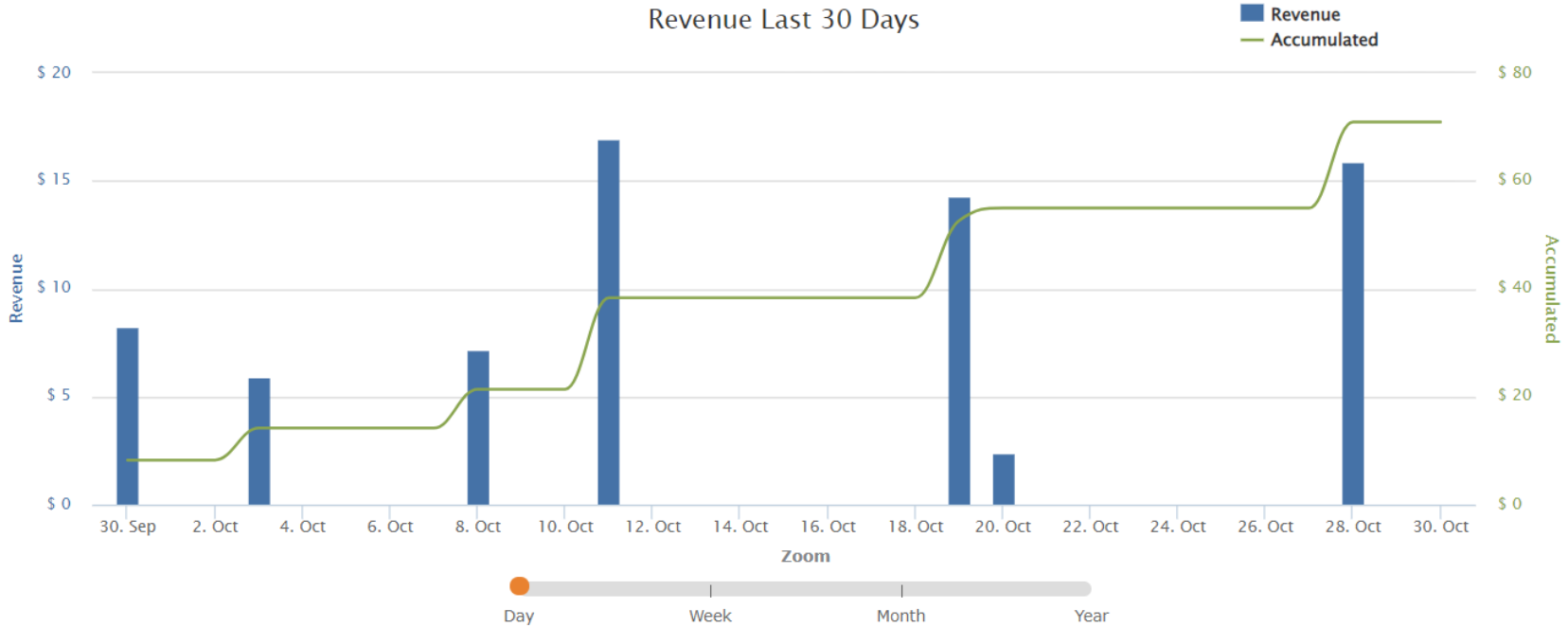
Top 10 Merchant Redemptions



Analytics Chart

View Revenue By Time Period Last 30 Days Update -- Export--

Revenue Last 30 Days



Filter

Filtered: None

It's Time for the EV Station Introduction!

RIBBON CUTTING

Join us on November 10th at 1:00 pm
Main St. Plaza in downtown Owosso
(SW corner of Main & Washington)

**EMAIL BETH FOR QUESTIONS:
BETH.KUIPER@CI.OWOSSO.MI.US**

 Future Energy

OWOSSO
MAIN STREET
-chargepoint+

Consumers Energy

Count on Us[®]



Michigan Main Street Year End Evaluation And Accreditation

Evaluation Summary and Recommendations Fall 2022

Six Standards of Performance

1. Broad-based Community Commitment to Revitalization
2. Inclusive Leadership & Organizational Capacity
3. Diversified Funding-Driven Programming
4. Strategy-Driven Programming
5. Preservation-Based Economic Development
6. Demonstrated Impact & Results

Community: Owosso

Year: 2022

Standard 1: Broad-Based Community Commitment to Revitalization	
Score	Indicator
Partnerships and Collaborations	
3.8	Main Street has developed partnerships and collaborations with local governments that demonstrate shared responsibilities for the district's revitalization and its program.
3.4	Main Street has developed partnerships and collaborations with both nonprofit organizations and private sector entities that demonstrate shared responsibilities for the district's revitalization and its program.
Community Outreach	
3.4	Main Street has expanded its reach to connect and engage with all sectors of the community (businesses, property owners, workforce, other organizations, residents).
Communications and Public Relations	
3.8	Main Street has maintained communication and implemented public relations that inform and educate the community and district stakeholders about the district and the Main Street program.
3.8	Main Street has maintained communication and implemented public relations that inform and educate the public sector or local government about the district and the Main Street program.
0	Main Street has promoted the district's positive image, brand identity, and assets.

Meeting Standard: No

MMS Comments: What are the current partners the organization is working with now and how do you collaborate? What are the opportunities to grow partnerships? What communication tools and public relations does the organization currently do? What are the challenges with promoting the district's image/brand identity and what are the opportunities to expand?

MMS Recommendations:

Standard 2: Inclusive Leadership and Organizational Capacity	
Score	Indicator
Inclusive Organizational Culture and Diverse Volunteer Engagement	
3.6	The Main Street organization has demonstrated its commitment to diverse, inclusive, and equitable district and community engagement.
3.2	The Main Street organization has implemented an inclusive volunteer program that demonstrates the capacity to implement approved annual work plans and programming for the district.
3.6	The Main Street Board of Directors is formed with a diverse and balanced representation of district and community stakeholders.
3.8	The Main Street organization has developed a leadership base (Board, staff, committee members, and volunteers) that reflects the district and the community it serves. The leadership base should be open, inclusive, and representative of the entire community, taking into account a broad range of dimensions of diversity, including race, ethnicity, gender, education, physical and mental ability, veteran status, and income level. The program should take proactive measures to ensure under-represented groups are included as part of Main Street's leadership base.
Active Board Leadership and Supporting Volunteer Base	
	Board members have demonstrated active engagement in the Main Street program throughout the year.**
	Board members have demonstrated active leadership and support to ensuring the program is appropriately funded to meet its operational responsibilities and programming goals.
3.8	The Main Street program has developed an active, supporting volunteer structure to ensure capacity to plan and implement the approved work plans.
Professional Staff Management	
	The Main Street organization has maintained the level of professional staff necessary to achieve its mission, goals, and annual work.*
3.6	The Main Street Board of Directors has managed and provided guidance to its Main Street Director throughout the year.
Effective Operational Structure	
	The Main Street organization has developed appropriate operational and organizational practices to manage effectively.**

Meeting Standard: Yes/No

MMS Comments: What volunteer management exists currently? What are the barriers/challenges with volunteer engagement and community engagement in general? How engaged is the board with leading the program? How does the board manage and provide guidance to the director currently?

MMS Recommendations:

Standard 3: Diversified Funding and Sustainable Program Operations	
Score	Indicator
Balanced Funding Structure	
3.6	The Main Street organization's budget demonstrates a balanced funding structure with a diverse mix of public and private sector sources.
3.4	The private sector is investing in the district's revitalization efforts and the Main Street program.
3.6	The public sector is investing in the district's revitalization and the Main Street program.

Strategic Revenue Development and Fundraising	
3.2	The Main Street program demonstrates commitment to strategic revenue development process and oversight.
Budget and Work Plan Alignment	
	The Main Street organization has an annual budget that is aligned to the organization's strategies and goals.
	The Main Street program exhibits commitment to a budget that effectively covers operational and programming goals.
Financial Management and Best Practices	
4.6	The Main Street organization demonstrates sound financial management outlined by processes and procedures.
4.6	The Main Street organization's financial management has clear leadership and oversight.

Meeting Standard: Yes/No

MMS Comments: What fundraising occurs currently? What are the barriers/challenges to fund development? How is the budget aligned with the transformation strategy, goals/measures of success and programming?

MMS Recommendations:

Standard 4: Strategy Driven Programming	
Score	Indicator
Planning Guided by Inclusive Community and Market-Informed Inputs	
3.4	The organization's annual planning process as informed by a comprehensive set of inputs that guide Transformation Strategy identification and work plan alignment and implementation.
Defining Direction Through Transformation Strategy Identification and Development	
4	Main Street has defined and aligned as an organization around a Transformation Strategy that is guiding the revitalization work.
Strategy-Aligned Comprehensive Work Planning and Implementation Across All Four Points	
4	The Main Street board conducts an annual strategy-driven work planning process with volunteer committees to guide the organization's programming.

Meeting Standard: Yes

MMS Comments: How does the organization think it can use the Pulse Poll to guide programming/the overall transformation strategy? Is the transformation strategy still relevant/guiding the work of the organization?

MMS Recommendations:

Standard 5: Preservation-Based Economic Development	
Score	Indicator
Preservation Ethics and Education on Historic and Cultural Assets	
4.6	Main Street demonstrates the community's commitment to its historic and cultural assets.
4	Main Street educates and builds awareness about preservation and cultural assets among stakeholders, public sector, community organizations and residents at large.
Standards and Best Practices for Place-Based, People-Focused Design	
3.8	Main Street is an advocate and partner for the implementation of standards, guidelines, and best practices for the preservation of historic and cultural assets.
Promotion of Historic, Heritage, and Cultural Assets	
3.8	The Main Street program actively promotes the district's historic and cultural assets.

Meeting Standard: Yes

MMS Comments: How does the organization educate property owners, promote and build awareness around historic preservation and the assets of the district for the community? How does the organization interact with SHPO and the CLG program?

MMS Recommendations:

Standard 6: Demonstrated Impact and Results	
Score	Indicator
Demonstrating the Value of Main Street	
4	Main Street is positioned as an advocate for the district, promoting revitalization as an economic development priority among the public and private sector and community at large.
Measuring and Packaging Quantitative and Qualitative Outcomes	
3.8	Main Street regularly collects and maintains district revitalization statistics (quantitative and intangible impact data (qualitative) across the Four Points of the Main Street Approach and examines changes over time as required by the Coordinating Program.
3.6	Main Street annually collects and maintains organizational impact statistics (quantitative) and intangible impact data (qualitative) and examines changes over time.
Promoting Progress and Demonstrating Impact and Results	
3.4	The district's revitalization programming, achievements, stories, and reinvestment statistics are promoted.

Meeting Standard: Yes

MMS Comments: How does the organization use the IMPACT Report? How do they use the measures of success to gauge progress on implementing programming towards the transformation strategy? How do they communicate and share impacts with key stakeholders – municipality, business owners, others?

MMS Recommendations:



Update Downtown Owosso Site

Starts:

10/24/2022

To:

Downtown Owosso - Main Street

Beth Kuiper

downtownowosso@gmail.com

From:

AJ Morris

AJ Morris

aj@ajmorris.me

409 Snapdragon Lane

Dewitt, MI, 48820, US

Proposal

Over the years, we've had a number of different ideas and concepts with what we wanted for goals of the website. We recently had the opportunity to narrow down our focus and get clarity around what goals make the most sense to the site.

This proposal is to help guide us in the direction of overcoming several changes to realign the website with the new goals we aim to reach with it.

Our main goal of the website is to provide visitors to our town with a place to learn more about the Owosso Main Street corridor and to allow visitors to see all that Owosso has to offer.

We will first refocus the website on updating the information that we put on the site. Part of that is cleaning up some of the older content and parts of the website that we no longer have a use for (e.g. Some old COVID related work we implemented).

Next, we're going to revamp how we showcase downtown businesses. There has been a lot of changes over the last couple of years in which businesses are no longer around and ones that are just getting started.

Part of that includes changing the implementation of how we display businesses on the site. With how often businesses are changing, we need a better process (internally) and way to display the ever changing businesses that are in our corridor.

Trainings

As we continue to reopen and rebuild our corridor, we want to provide businesses several training opportunities to help them present their businesses in the best possible light that they can with visitors to the corridor and to visitors of the website.

One training we will provide is to businesses as part of Owosso Main Street. We'll focus the training on how to claim, use and update their 'Google My Business' profile. We'll use this as part of our implementation efforts to display content within the OMS site.

The last training we will provide businesses is for how they can get utilize Square better in their business. Square is used by a number of our businesses in the corridor but in many cases, they do not use it to the best of the abilities.

Services summary

Web Hosting and Maintenance

\$1,200.00 · Flat fee

12 Months of hosting and maintenance. This includes keeping the site's code updated and functioning in order to make sure it remains free of security issues and vulnerabilities as well as including up to 2 hours of development time per month (development time is not accruable).

Site Updates

\$1,000.00 · Flat fee

Development of Google My Business integration into the site.

Google My Business Training

\$500.00 · Flat fee

2-hour in-person and recorded video of Google My Business Training for the OMS businesses. This will give business owners an opportunity to understand the importance of Google My Business, how to get started by claiming their Google My Business and implementing some strategies on how to effectively get reviews and encourage their patrons to visit and interact with GMB. Business owners will leave this training with their own GMB listing and understanding on how to make changes to it and the strategies they can start to use to utilize GMB daily.

Square Business Training

\$500.00 · Flat fee

2-hour in-person and recorded video of Square Business Training. In this training, business owners will learn the basics of Square, how to use it and set it up for their business. We'll spend some time going through some advanced features of Square that will allow business owners to optimize their use of Square and have it work for them instead of fighting the use of technology with it.

Billing schedule

Contractor bills Client once, plus deposit.

Deposit **\$2,220.00**

Payment requested on approval.

Deposit will be subtracted from subsequent invoices.

Final invoice **\$3,200.00**

12/31/2022

Invoice includes the following services:

Web Hosting and Maintenance **\$1,200.00**

\$1,200.00 · Flat fee

Site Updates **\$1,000.00**

\$1,000.00 · Flat fee

Google My Business Training **\$500.00**

\$500.00 · Flat fee

Square Business Training **\$500.00**

\$500.00 · Flat fee

Project total: **\$3,200.00**

Signatures

Beth Kuiper

Downtown Owosso - Main Street

AJ Morris

AJ Morris

Service contract

Update Downtown Owosso Site

This contract (the "Agreement") is entered into by and between the below named parties (the "Parties"). This offer will expire at the close of business on 01/22/2023 if not accepted in writing by counter-signing this Agreement by the aforementioned date.

Client (the "Client")

Downtown Owosso - Main Street

Beth Kuiper

downtownowosso@gmail.com

Contractor (the "Contractor")

AJ Morris

AJ Morris

aj@ajmorris.me

409 Snapdragon Lane

Dewitt, MI, 48820, US

Services

Contractor agrees to perform services as described in Attachment A (the "Services") and Client agrees to pay Contractor as described in Attachment A.

Signatures

In witness whereof, the Parties, have executed this Agreement, inclusive of Attachment A and Attachment B, as of the later of the two dates below (the "Effective Date").

Client (Beth Kuiper)

Signature

Date

Contractor (AJ Morris)

Signature

10/29/2022Date

Attachment A: Services

Term

Starts:

10/24/2022

Services summary

Web Hosting and Maintenance

\$1,200.00 · Flat fee

12 Months of hosting and maintenance. This includes keeping the site's code updated and functioning in order to make sure it remains free of security issues and vulnerabilities as well as including up to 2 hours of development time per month (development time is not accruable).

Site Updates

\$1,000.00 · Flat fee

Development of Google My Business integration into the site.

Google My Business Training

\$500.00 · Flat fee

2-hour in-person and recorded video of Google My Business Training for the OMS businesses. This will give business owners an opportunity to understand the importance of Google My Business, how to get started by claiming their Google My Business and implementing some strategies on how to effectively get reviews and encourage their patrons to visit and interact with GMB. Business owners will leave this training with their own GMB listing and understanding on how to make changes to it and the strategies they can start to use to utilize GMB daily.

Square Business Training

\$500.00 · Flat fee

2-hour in-person and recorded video of Square Business Training. In this training, business owners will learn the basics of Square, how to use it and set it up for their business. We'll spend some time going through some advanced features of Square that will allow business owners to optimize their use of Square and have it work for them instead of fighting the use of technology with it.

Billing schedule

Contractor bills Client once, plus deposit.

Deposit

\$2,220.00

Payment requested on approval.

Deposit will be subtracted from subsequent invoices.

Final invoice

\$3,200.00

12/31/2022

Invoice includes the following services:

Web Hosting and Maintenance

\$1,200.00

\$1,200.00 · Flat fee

Site Updates

\$1,000.00

\$1,000.00 · Flat fee

Google My Business Training

\$500.00

\$500.00 · Flat fee

Square Business Training

\$500.00

\$500.00 · Flat fee

Project total:

\$3,200.00

Page 2 of 6

Attachment B: Terms and Conditions

The best work comes out of great relationships. Honesty, respect and gratitude are the keys to a great relationship and therefore we have an interest in treating each other with these values at all times. As much as legal documents are important, what truly binds us is our drive to do great work with great people and to develop a relationship of mutual respect and trust.

Acceptances

The undersigned representative of Client has the authority to enter into this Agreement on behalf of Client. Client agrees to cooperate and to provide Contractor with everything needed to complete the Services as, when and in the format requested by Contractor.

Contractor has the experience and ability to do everything Contractor agreed to for Client and will do it all in a professional and timely manner. Contractor will endeavor to meet every deadline that's set and to meet the expectation for Services to the best of its abilities.

Warranty

Contractor warrants that: (i) the Services will be performed in a professional and workmanlike manner and that none of such Services or any part of this Agreement is or will be inconsistent with any obligation Contractor may have to others; (ii) none of the Services or Inventions or any development, use, production, distribution or exploitation thereof will infringe, misappropriate or violate any intellectual property or other right of any person or entity (including, without limitation, Contractor); (iii) Contractor has the full right to provide Client with the assignments

and rights provided for herein; (iv) Contractor shall comply with all applicable laws in the course of performing the Services and (v) if Contractor's work requires a license, Contractor has obtained that license and the license is in full force and effect.

EXCEPT AS SET FORTH IN THIS ATTACHMENT B, CONTRACTOR DISCLAIMS ANY AND ALL WARRANTIES, WHETHER EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, SUITABILITY, COMPLETENESS OR RESULTS TO BE DERIVED FROM THE WORK.

EXCEPT AS SET FORTH HEREIN, ALL DELIVERABLES ARE DELIVERED ON AN "AS-IS" BASIS.

Confidentiality & Non-Disclosure

Each party shall maintain, in the strictest confidence, all Confidential Information (as defined in the next sentence) of the other party. "Confidential Information" means all (i) nonpublic information (at the time of disclosure) disclosed by one party to the other party under this Agreement, provided such information is marked or indicated by the disclosing party to be confidential; (ii) and any information which ought reasonably be considered confidential with regard to the circumstances surrounding disclosure, whether or not such information is marked "Confidential".

In the event a party is required to disclose Confidential Information pursuant to a judicial or other governmental order, such party shall, to the maximum extent permitted by law or opinion of counsel, provide the other party with prompt notice prior to any disclosure so that the party or its client may seek other legal remedies to maintain the confidentiality of such Confidential Information.

Each party receiving Confidential Information shall be responsible for any breach of this provision that is caused by any of its employees, affiliates, representatives or agents and such party agrees to indemnify and hold harmless the other party from and against any liabilities, claims, damages, losses, costs and expenses resulting, directly or indirectly, from any breach by a party, or any of its employees or independent contractors, of any provision of this Agreement. The obligations of this Section shall survive termination of this Agreement for a period of 3 years.

Page 3 of 6

Ownership and Licenses

Contractor agrees that the deliverables and materials developed pursuant to this Agreement (including, without limitation, all presentations, writings, ideas, concepts, designs, text, plans, and other materials that Contractor conceives and develops pursuant to this Agreement, including all materials incorporated therein whether such materials were conceived or created by Contractor individually or jointly, on or off the premises of Client, or during or after working time) shall be treated as if the development of such deliverable constitutes a "work for hire"

and shall be owned by Client upon payment of all fees due to Contractor pursuant to this Agreement.

In the event that any such material is considered not to be a “work made for hire,” Contractor hereby assigns all ownership (whether represented or not by a registered patent, copyright, trade secret) and other proprietary or rights, title and interest in such deliverables and materials to Client, and agrees to execute such documents as Client may reasonably request, in order to assist Client in obtaining and protecting such rights.

Contractor agrees that Contractor has no interest in any materials that Contractor submits to Client, including, without limitation, any security interest therein, and hereby releases to Client any interest therein (if any) which may be created by operation of law. Except as otherwise agreed to in writing and as necessary in the performance of this Agreement, Contractor shall have no rights to license, sell or use the deliverables or materials developed under this Agreement, or any portion thereof.

Non-Solicit

Contractor agrees that during the period in which it is providing Services and for one year thereafter, Contractor will not encourage or solicit any employee, vendor, client or contractor of Client to leave Client for any reason.

Relationship of Parties

Nothing contained in this Agreement shall be construed to create a partnership, joint or co-venture, agency, or employment relationship between Contractor and Client. Both Parties agree that Contractor is, and at all times during this Agreement shall remain, an independent contractor.

Term & Termination

Either Party may terminate this Agreement at any time, with or without cause, upon 7 days written notice.

Either Party also may at any time terminate the Agreement immediately if: (i) the other party commits a breach of this Agreement and such party does not cure a breach within 5 days of written notice from the non-breaching party of such breach.

If this Agreement is terminated earlier by Client without cause, Client agrees to pay Contractor any and all sums which are due and payable for: (i) services provided as of the date of termination; and (ii) expenses already incurred, including those from documented non-cancelable commitments. Contractor agrees to use the best efforts to minimize such costs and expenses.

Termination for any reason shall not affect the rights granted to Client by Contractor hereunder. Upon termination, Client shall pay to Contractor all undisputed amounts due and payable. If upon termination Client has not paid undisputed fees owed for the material,

deliverables or Services provided by Contractor as of the date of termination, Client agrees not to use any such material or the product of such Service, until Client has paid Contractor in full. Any provisions or clause in this Contract that, by its language or context, implies its survival shall survive any termination or expiration of this Agreement. Notwithstanding anything to the contrary in this Agreement, Contractor shall retain a perfected security interest in the deliverable or material until Client has made payment in full for all undisputed amounts as of the termination date. Contractor hereby agrees to release and waive its security interest in the deliverable and material upon receipt of full payment for all undisputed amounts.

Page 4 of 6

Payment Terms

Client understands the importance of paying independent contractors in a timely manner and wants to maintain a positive working relationship with Contractor to keep the project moving forward.

Payments for each invoice delivered by Contractor to Client are due within 15 days of receipt. In case of overdue payments, Contractor reserves the right to stop work until payment is received.

Late Payment

In the event an invoice is not paid on time, to the maximum extent allowable by law, Contractor will charge a late payment fee of 1.50% per month on any overdue and unpaid balance not in dispute.

Contractor's acceptance of such service charges does not waive its rights to any remedies for Client's breach of this Agreement. All payment obligations are non-cancelable and fees paid are non-refundable.

Deposit

A deposit of \$2,220.00 is due upon the acceptance of this Agreement before work will begin.

Expense Reimbursement

Client shall reimburse all expenses that are reasonable and that have been authorized in writing by Client in advance; payable within 15 days of itemized invoice.

Changes

Any material changes to the Services, including work to be performed and related fees must be approved by the prior written consent of both parties.

Indemnification and Limitation of Liability

Contractor agrees to indemnify, defend and hold harmless Client from any and all claims, actions, damages, and liabilities (excluding, without limitation, attorneys' fees, costs and expenses) arising (i) through Contractor's gross negligence ; (ii) out of any claim that the materials or deliverables, or any portion thereof, in fact infringes upon or violate any proprietary rights of any third party, including but not limited to patent, copyright and trade secret rights; or (iii) from a breach or alleged breach of any of Contractor's representations, warranties or agreements herein.

Client agrees to indemnify, defend and hold harmless Contractor from any and all claims, actions, damages, liabilities, costs and expenses (including, without limitation, reasonable attorneys' fees) arising in any manner caused by Client's (i) gross negligence; (ii) out of any claim that Client provided content, or any portion thereof in fact infringes upon or violate any proprietary rights of any third party, including but not limited to patent, copyright and trade secret rights; or (iii) from a breach or alleged breach of any of Client's representations, warranties or agreements herein.

TO THE MAXIMUM EXTENT ALLOWABLE BY LAW, CONTRACTOR SHALL NOT BE LIABLE TO THE CLIENT FOR ANY INCIDENTAL, CONSEQUENTIAL, INDIRECT, SPECIAL, PUNITIVE OR EXEMPLARY DAMAGES (INCLUDING DAMAGES FOR LOST PROFIT, LOSS OF BUSINESS OR THE LIKE) ARISING OUT OF OR RELATING TO THIS ATTACHMENT B OR THIS AGREEMENT, CONTRACTOR'S PERFORMANCE HEREUNDER OR DISRUPTION OF ANY OF THE FOREGOING, EVEN IF CLIENT HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES AND REGARDLESS OF THE CAUSE OF ACTION, WHETHER SOUNDING IN CONTRACT, TORT, BREACH OF WARRANTY OR OTHERWISE. TO THE MAXIMUM EXTENT ALLOWABLE BY LAW, CONTRACTOR'S AGGREGATE LIABILITY UNDER THIS ATTACHMENT B AND THIS AGREEMENT SHALL IN NO EVENT EXCEED THE AGGREGATE COMPENSATION PAID BY CLIENT TO THE CONTRACTOR UNDER THIS AGREEMENT.

Page 5 of 6

Right to Authorship Credit

Both Parties agree that when asked, Client must properly identify Contractor as the creator of the deliverables. Client does not have a proactive duty to display Contractor's name together with the deliverables, but Client may not seek to mislead others that the deliverables were created by anyone other than Contractor.

Client hereby agrees Contractor may use the work product as part of Contractor's portfolio and websites, galleries and other media solely for the purpose of showcasing Contractor's work but not for any other purpose.

Contractor will not publish any confidential or non-public work without Client's prior written consent.

Governing Law and Dispute Resolution

This Agreement and any dispute arising hereunder shall be governed by the laws of the jurisdiction of Contractor's primary business location (the "Contractor's Jurisdiction"), without regard to the conflicts of law provisions thereof. For all purposes of this Agreement, the Parties consent to exclusive jurisdiction and venue in the courts located in the Contractor's jurisdiction.

The failure of either party to enforce its rights under this Agreement at any time for any period shall not be construed as a waiver of such rights.

Force Majeure

No failure or omission by a party in the performance of any obligation under this Agreement shall be deemed a breach of this Agreement or create any liability if such failure or omission shall arise from any cause or causes beyond the reasonable control of such party which cannot be overcome through that party's reasonable diligence, e.g., strikes, riots, war, acts of terrorism, acts of God, severe illness, invasion, fire, explosion, floods and acts of government or governmental agencies or instrumentalities.

Notices

Any notices to either Party made pursuant to this Agreement shall be made and sent (i) via US mail or a nationally recognized carrier to the other Party's address on file; (ii) or via e-mail to the other Party's designated representative. Each Party shall have an independent obligation to provide and update, as necessary, the mail and e-mail address on file for such notices. Notices sent by e-mail shall be deemed effective once sent if no error or "bounce back" has been received within twenty-four (24) hours of submission.

Appropriate Conduct

Client and Contractor will seek to maintain a professional relationship that is free from harassment of any kind and from any other offensive or disrespectful conduct. If at any time during the term of this Agreement Contractor believes that he/she has been subjected to harassing behavior on the part of Client or Client's staff, Contractor will notify Client immediately and demand that appropriate actions will be taken to correct the matter. In the

event that the reported behavior continues following Contractor's second notice, such behavior will constitute a breach of this Agreement and entitle Contractor to terminate this Agreement in accordance with the Agreement's Term and Termination Clause, and be paid in full for the ordered project or for the planned monthly service hours, as applicable, without limiting any other right or remedy available to Contractor by law.

Miscellaneous

The section and subsection headings used in this Agreement are for convenience only and will not be used in interpreting this Agreement. Both parties have had the opportunity to review this Agreement and neither party will be deemed the drafter of this Agreement for the purposes of interpreting any ambiguity in this Agreement. The parties agree that this Agreement may be signed by manual or facsimile signatures and in counterparts, each of which will be deemed an original and all of which together will constitute one and the same instrument. In the event that any provision of this Agreement will be determined to be illegal or unenforceable, that provision will be first revised to give the maximum permissible effect to its original intent or, if such revision is not permitted, that specific provision will be eliminated so that this Agreement will otherwise remain in full force and effect and enforceable.

Entire Contract

This Agreement, along with this Attachment B, and any exhibits, schedules or attachments, between the Parties supersedes any previous arrangements, oral or written, and may not be modified in any respect except by a future written agreement signed by both Parties.