

REGULAR MEETING MINUTES  
OWOSSO DDA / MAIN STREET  
Council Chambers, City Hall  
July 2, 2014 – 7:30 am.

MEETING CALLED TO ORDER at 7:35 a.m. by Bill Gilbert.

ROLL CALL was taken by Secretary Alaina Kraus.

MEMBERS PRESENT: Authority Members Benjamin Frederick (7:37am), Dawn Gonyou, Bill Gilbert, Ken Cushman, Lance Omer, Secretary Alaina Kraus, and Treasurer James Demis

MEMBERS ABSENT: Chairman Dave Acton, Authority Members Meredith Landino,

OTHERS PRESENT: Josh Adams, DDA /Owosso Main Street Manager; Susan Montenegro, City of Owosso; Helen Granger, The Independent (7:40); Kevin Lenkart, Public Safety (7:50)

AGENDA:

MOTION BY AUTHORITY MEMBER OMER, SUPPORTED BY AUTHORITY MEMBER KRAUS TO APPROVE THE AGENDA FOR JULY 2, 2014.

YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER OMER, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE MINUTES FOR THE MEETING OF JUNE 4, 2014.

YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

COMMITTEE UPDATES

1. Design – Authority Member Bill Gilbert

The parking subcommittee had their first meeting last week on June 26, 2014. The committee will meet every two weeks to work on a recommendation to the Design Committee who will then make a recommendation to the Board and on to the Council. The committee represents a variety of interests with representatives from several businesses, enforcement, etc.

At the meeting, they discussed the need for brackets for the hanging baskets, moving forward on wayfinding, and fundraising.

2. Economic Restructuring – Authority Member Omer

Discussion of employee and business welcome plans and how to get those to the DDA. They also worked on how to present the Market Study and will begin with the 8 am business meetings. A retail and merchandising workshop will be done by

Emily Pantera from Michigan Main Street. It is a 12 hour workshop and several businesses will be chosen to work with one on one. The façade grants are going well with more interest than we have grants available. Two members went to the SEDP seminar on dressing your community for success.

### 3. Organization – Manager Adams

The main thrust of the meeting was that a lot of work plans are associated with the International Baccalaureate program and currently the students are on break, so the committee needs other work plans for the interim. One suggestion was a summer picnic in collusion with the Farmer’s Market at the Amphitheatre to give families a location for such and a forum to find out what is going on.

Kraus has also been working on improving the website including updates to the theme and information that is being presented.

### 4. Promotion – Manager Adams

Sidewalk Sales will be happening July 17-19. Tour Our Town is an event where all of the non-profits will be opening their doors for tours to the community August 23<sup>rd</sup>.

Image Builders is developing a banner strategy for downtown as a way for businesses to communicate along the main streets. Adams is looking for ways to fundraise for brackets.

The business owner subcommittee met with the Blanana business loyalty app, which is based out of Woodard Station. This gives people sales and loyalty information as well as giving cross promotion.

### ITEMS OF BUSINESS:

#### 1. CHECK REGISTER APPROVAL.

With the Farmer’s Market no longer working through the Main Street the number of checks have been reduced greatly and all checks in this period were routine.

SEE BOARD PACKET FOR CHECK REGISTER

MOTION BY AUTHORITY MEMBER KRAUS, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE CHECK REGISTER FOR JUNE 2014 AS PRESENTED. YEAS ALL. MOTION CARRIED.

#### 2. BUDGET REPORT.

As we wrap up the fiscal year, there are a few bills still being processed, but we came in under budget and will have put a couple of thousand dollars into our cash reserve. Each area was under budget as well as being under budget overall, which keeps us in compliance with state law.

MOTION BY AUTHORITY MEMBER CUSHMAN, SUPPORTED BY AUTHORITY MEMBER GONYOU TO APPROVE THE CHECK REGISTER FOR JUNE 2014 AS PRESENTED.

YEAS ALL. MOTION CARRIED.

### 3. DIG UPDATE (SUSAN M & JOSH A).

A meeting was held with the MEDC about concerns with grant funding around the Armory project and the grant is an all or nothing situation. The council shares those concerns. Bid packets are going out to contractors on July 8 with a request to have them back by August 5. These concerns have been shared with the Armory project as well and requested a letter of commitment by August 11. Assuming the letter comes through, the bids will be taken to council on August 18<sup>th</sup> with the intent to break ground at the end of August. If the financing is not through at that point then the intent is to pull back and reapply in 2016. The city has spent about \$100,000 thus far on engineering, but it can carry over and leaves us in a position of being shovel ready either way.

#### PUBLIC / BOARD / STAFF COMMENTS:

Adams reminded the board about the self-assessment surveys . Gilbert reminded the board to pay attention to the scale and be certain that the responses are in line with that. Surveys are due by August 8.

Gilbert commented that he does not think we've ever had such big and beautiful bridge baskets. He gave kudos to Omer for starting that process.

Frederick shared that we have had a critical mass of vandalism of late including at the playscape and splash pad. Some of this has been significant like the caving in of all of the new picnic tables at the Emerson pavilion. A discussion is starting on how to draw attention and shame to individuals who are participating in this without bringing in a lot of signs everywhere. It's disheartening to those who are volunteering their time and money to city improvements. He requested that the board think on any ideas of what more can be done. Public safety has gotten reports, but has not yet caught anyone in the act. Demis reinforced that it needs to be something we all pay attention to and report.

Frederick mentioned that the beds by Dollar General and Curwood Park are also in need of attention. It isn't known who the landowner is, but Gilbert is willing to contact them if it is found out. He can bring get the beds taken care of, but the weeds are incredibly tall at this point along the building as well. Gilbert also mentioned that the problem is true along Comstock between S. Washington and Water.

Cushman mentioned putting up information with who should be notified if there is suspicious activity. Montenegro mentioned a neighborhood watch program. Adams mentioned the power of having a camera present.

MOTION MADE BY AUTHORITY MEMBER OMER, SUPPORTED BY AUTHORITY MEMBER GONYOU TO ADJOURN AT 8:24 AM.  
YEAS ALL. MOTION CARRIED.

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Alaina Kraus, Secretary