

REGULAR MEETING MINUTES  
OWOSSO DDA / MAIN STREET  
Council Chambers, City Hall  
August 6, 2014 – 7:30 am.

MEETING CALLED TO ORDER at 7:35 a.m. by Dave Acton.

ROLL CALL was taken by Secretary Alaina Kraus.

MEMBERS PRESENT: Chairman Dave Acton, Authority Members Benjamin Frederick, Bill Gilbert, Ken Cushman, Secretary Alaina Kraus, and Treasurer James Demis

MEMBERS ABSENT: Authority Members Meredith Landino, Dawn Gonyou, and Lance Omer.

OTHERS PRESENT: Josh Adams, DDA /Owosso Main Street Manager; Susan Montenegro, City of Owosso; Helen Granger, Independent (7:43), Kevin Lenkart, Public Safety (8:08)

AGENDA:

MOTION BY AUTHORITY MEMBER CUSHMAN, SUPPORTED BY AUTHORITY MEMBER GILBERT TO APPROVE THE AGENDA FOR AUGUST 6, 2014.  
YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER GILBERT, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE MINUTES WITH MODIFICATION OF OMEN TO OMER UNDER THE AGENDA FOR THE MEETING OF JULY 2, 2014.  
YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

COMMITTEE UPDATES

1. Design – Authority Member Bill Gilbert

We are two-thirds of the way through the flower program and the watering costs are much lower with the low heat and more rain this summer. The façade program is looking good and generating more interest. The wayfinding committee is working on finding sponsors for signs. One is already claimed. The bike racks are in progress at Baker. Several new projects are in developmental phase including geocaching and historic photos and potentially a historic coloring book.

A parking subcommittee was organized to address parking downtown, which met three times and will be addressed later in the agenda.

2. Economic Restructuring – Jim Demis/Manager Adams

Most of the time at the meeting was spent on the Retail Merchandising seminar coming up on October 6<sup>th</sup> with the consultant brought in by Michigan Main Street. There will also be 8-10 businesses getting hands on work with the consultant along with a public workshop.

There are also several low budget work plans in progress.

A local software developer is working on a loyalty program called Blanana that does cross promotions through downtown. They're working on the right price point.

### 3. Organization – Manager Adams

An information booth at the Farmer's Market will be happening every weekend except this coming weekend. The drinking glass sales are going well, especially the Curwood Castle glass. They are working on developing new fundraising sources. One idea is a water festival/slip-n-slide with a 5k in the summer.

### 4. Promotion – Manager Adams

Sidewalk Sales happened in July and were a big success for local retailers. They are working on ways to drive more traffic on Thursday and Friday. Over 40 chalk artists participated and the market saw an increase as well. Image Builders is working on raising money for brackets.

Planning the Art Walk on Sept 12. Tour Our Town is August 23<sup>rd</sup>. GLOW meetings start soon.

Historically the design committee decided to get rid of banners because they weren't being done well and so Gilbert expressed concern that there be a sign plan. Image Builders will be presenting to the Design Committee this coming month.

September 20<sup>th</sup> is the Owosso Home Tour and will be highlighting the downtown.

## ITEMS OF BUSINESS:

### 1. CHECK REGISTER APPROVAL.

SEE BOARD PACKET FOR CHECK REGISTER

MOTION BY AUTHORITY MEMBER FREDERICK, SUPPORTED BY AUTHORITY MEMBER KRAUS TO APPROVE THE CHECK REGISTER FOR JULY 2014 AS PRESENTED.

YEAS ALL. MOTION CARRIED.

### 2. BUDGET REPORT.

We are now entering our new year and Adams has a meeting with a Quickbooks specialist to finalize the budget in Quickbooks. He hopes that he will be able to do a monthly and yearly breakdown each month going forward.

Demis asked about the \$12,017.50 under bond expenses. Adams explained that that is from the Park Street sidewalk project completed in the spring.

Damage to the irrigation was largely caused by volunteers, so education will be a focus next year to avoid further damage. There is also a team who can fix the irrigation system as it is being worked on. Next year the shrubs in Main Street Plaza will need professional work. This will go through the Design Committee

### 3. DOWNTOWN PARKING SUB-COMMITTEE RECOMMENDATIONS

In June a sub-committee was tasked to address downtown parking and met three times through June and July. The focus was on Parking Ordinances and Traffic Orders. The recommendation is to create an exemption within the ordinance that removes parking restrictions for customers only. This would not include owners and employees. DPW has been able to work with businesses on this in the past.

Another overriding concern in discussions was that customers have access to street parking, not owners/employees, so all street parking is left at 2 hours. The committee tried to set-up to incentivize longer parking in parking lots as opposed to the street.

There has been talk of a 'cumulative' 2-hour parking, but it is actually an attempt to evade aka the movement of a couple of spots as enforcement is approaching to ticket.

All lots are enforced via traffic order, so the sub-committee went through every lot and proposed changes by lot with consideration for location and history. One concern that came up while putting together documentation is that parking lots with all day parking and overnight parking is that people could leave vehicles long term. The suggestion has been put forward that it be a 72 hour restriction to keep this from occurring.

With the exception of two small, central lots; all parking lots are recommended to be rolled over to 4-hour or all-day parking.

Frederick brought up passes for employees giving them specific rights. Adams shared that the differentiation between residential and employee permits came up in the last meeting and discussion has started on ways to adjust that system moving forward. This would be a shift from designated leased spots to designated customer parking.

Demis brought up cost of signage and Adams said we would get creative as necessary to get signage taken care of.

**MOTION BY AUTHORITY MEMBER DEMIS, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE PARKING SUB-COMMITTEE RECOMMENDATIONS AS**

PRESENTED AND SUBMIT THE RECOMMENDATIONS TO CITY COUNCIL FOR APPROVAL.  
YEAS ALL. MOTION CARRIED.

4. DIG UPDATE (SUSAN M).

The DIG grant is broken out into multiple sections. Bids were due in yesterday, but only one bid was put in and it was twice the estimated amount for that section of work. Without contractors the work cannot be completed at this time.

The Armory is still looking at getting a CRP Grant from the MRDC. It is pretty certain that they will get that, but it won't come until the end of their construction timeline. Security Credit Union requires 25% up front, which is what this grant will go through. They have applied for a federal waiver, but it takes up to 45 days for that to come through. Deason is working on a gap loan as a plan B. They did approach the city, but it is unknown if the city has the capability to cover that loan amount.

PUBLIC / BOARD / STAFF COMMENTS:

MOTION MADE BY CHAIR ACTON, SUPPORTED BY AUTHORITY MEMBER KRAUS TO ADJOURN AT 8:36 AM.  
YEAS ALL. MOTION CARRIED.

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Alaina Kraus, Secretary