

REGULAR MEETING MINUTES  
OWOSSO DDA / MAIN STREET  
Council Chambers, City Hall  
October 1, 2014 – 7:30 am.

MOTION BY AUTHORITY MEMBER DEMIS, SUPPORTED BY AUTHORITY MEMBER  
FREDERICK TO APPOINT KEN CUSHMAN TEMPORARY CHAIR FOR THE OCTOBER  
1, 2014, BOARD MEETING.  
YEAS ALL. MOTION CARRIED.

MEETING CALLED TO ORDER at 7:45 a.m. by Ken Cushman.

ROLL CALL was taken by Secretary Alaina Kraus.

MEMBERS PRESENT: Authority Members Benjamin Frederick, Dawn Gonyou, Ken  
Cushman, Secretary Alaina Kraus, and Treasurer James Demis

MEMBERS ABSENT: Chairman Dave Acton, Authority Members Bill Gilbert, Lance  
Omer and Meredith Landino.

OTHERS PRESENT: Josh Adams, DDA /Owosso Main Street Manager; Susan  
Montenegro, City of Owosso; Kevin Lenkart, Public Safety

AGENDA:

MOTION BY AUTHORITY MEMBER KRAUS, SUPPORTED BY AUTHORITY MEMBER  
FREDERICK TO APPROVE THE AGENDA FOR OCTOBER 1, 2014.  
YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER GONYOU, SUPPORTED BY AUTHORITY MEMBER  
DEMIS TO APPROVE THE MINUTES FOR THE MEETING OF SEPTEMBER 3, 2014.  
YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

None

COMMITTEE UPDATES

1. Design – Manager Adams

Wrapping up the flower program, baskets should be coming down soon. Working on  
ways to fundraise for downtown signage. With the success of the drinking glasses, a  
second round is in consideration. Not only are there wayfinding signs, but also the  
potential of special parking signs specific to downtown Owosso instead of DOT  
signs.

## 2. Economic Restructuring – Manager Adams

Next Monday is the Retail Merchandising Workshop which is a split between one on ones with 8 businesses and then a 6pm workshop at the Comstock. 150 invites have been sent out along with flyers in stores.

The ER committee also talked about welcome packets, business visitations, meet-ups with city staff to become more familiar with DDA incentives.

## 3. Organization – Manager Adams

Org did not meet last month, but are investigating doing a summer festival to bring in more funds. November 1<sup>st</sup> is the Decorate Downtown event to hang lights and such. Refreshments and lunch will be provided.

## 4. Promotion – Manager Adams

GLOW is under way. The Art Walk has been wrapped up. The event had 300-400 people show up before the rain came in. There were over 80,000 views on social media. Owosso Books & More and Apple Tree Lane doubled their sales, Market on Main had a record day, and Abiding in the Vine had over \$1,000 in sales in 4 hours. The passport was removed this year in hopes of these types of results.

This past Monday there was a meeting with 8 downtown businesses to plan late night shopping. These dates are planned a year out including themed sales. There will be 3 late night events in November and 1-2 in December with monthly events following.

Demis mentioned that The Home Tour was last Saturday. Several buildings were in the tour and included a number of our of town visitors. Gonyou mentioned that part of that was due to Homecoming and Frederick said there were two other large home tours going on.

### ITEMS OF BUSINESS:

#### 1. CHECK REGISTER APPROVAL.

Nothing unusual to report.

SEE BOARD PACKET FOR CHECK REGISTER

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

YEAS ALL. MOTION CARRIED.

#### 2. BUDGET REPORT.

Demis pointed out that most of our money comes in in large amounts throughout the year. The same is true of large amounts going out with events like GLOW, so it is not a consistent income/spending throughout the year. Adams has spoken with

Williams about not dividing the bond payment into two payments, but making one once the funds are deposited so that it doesn't have to go to City Council for a delay every year due to cash flow.

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

The DIG is no more. Montenegro shared that she hopes that we will be able to apply for future grants to help get this work accomplished. A TAP grant is being worked on through MDOT for the retaining wall.

4. MMS MERCHANDISING WORKSHOP (JOSH A).

Covered in the Committee updates

5. YEAR END ACCREDITATION (JOSH A).

This will be occurring next week. Norma will be back with along with Michigan Main Street. Meetings will be held throughout the morning. Committee members will be meeting at the Comstock at 10am. The Board will be meeting at 11am at City Hall.

PUBLIC / BOARD / STAFF COMMENTS:

None

MOTION MADE BY KRAUS, SUPPORTED BY AUTHORITY MEMBER FREDERICK TO  
ADJOURN AT 8:07 AM.

YEAS ALL. MOTION CARRIED.

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Alaina Kraus, Secretary