

REGULAR MEETING MINUTES  
OWOSSO DDA / MAIN STREET  
Council Chambers, City Hall  
September 2, 2015 – 7:30 am.

MEETING CALLED TO ORDER at 7:34 a.m. by Bill Gilbert.

ROLL CALL was taken by Secretary Alaina Kraus.

MEMBERS PRESENT: Authority Members Lance Omer, Dawn Gonyou, Shar Haskins, Bill Gilbert, Kevin Wiles and Secretary Alaina Kraus

MEMBERS ABSENT: Chairman Dave Acton, Authority Member Benjamin Frederick and Ken Cushman

OTHERS PRESENT: Josh Adams, Main Street Manager; Susan Montenegro, City of Owosso; Gordon Pennington, Kevin Lenka (7:50am)

AGENDA:

MOTION BY AUTHORITY MEMBER OMER SUPPORTED BY AUTHORITY MEMBER WILES TO APPROVE THE AGENDA FOR SEPTEMBER 2, 2015.  
YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER GONYOU, SUPPORTED BY AUTHORITY MEMBER HASKINS TO APPROVE THE MINUTES FOR THE MEETING OF AUGUST 5, 2015.  
YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

Pennington attended once more and asked our goal, our way of measuring that goal, and our audience. Gilbert referred to the mission statement at the top of our agenda and went over metrics like participation, business feedback, and attendance at events. Adams added that additionally vacancy rates and private investment are reported at the of the year. Pennington encouraged the board to track revenue and involvement as well.

COMMITTEE UPDATES

1) Design

The proposal for the wayfinding poles came back as over twice expected and so options are being considered with a goal to have them in before frost.

Bike racks are being revisited. Baker will be building them and potentially having input on the design. Kraus shared that Orion had progressed from bike shaped racks to replacing them because people had trouble understanding them.

A booth will be at Oktoberfest to sell drinking glasses and revenue will be used to decorate downtown this fall/winter.

2) Economic Restructuring

ER was postponed, but the business recruitment sub-committee met and began reviewing maps of businesses.

Gilbert shared his excitement at seeing long term businesses coming n.

### 3) Organization

Party in the Plaza is coming up on Sept 14th to honor volunteers in our program.

We are not currently planning do a membership program, but instead do a more comprehensive sponsorship program.

### 4) Promotion

There was no meeting this, but subcommittees are meeting.

Tour Our Town happened. SRI had the most visitors with over 750 while Friends of the River had over 110 with others falling between.

Artwalk will have over 40 artists and 10 musicians on September 11th.

Art Bike is at same time. Bikes have already begun appearing.

Glow promotions have begun with the first runners signed up and first funds coming in.

### ITEMS OF BUSINESS:

#### 1. CHECK REGISTER APPROVAL.

The Glow Owosso window painting line item is for all of the Main Street artwork in the Mueller windows.

SEE BOARD PACKET FOR CHECK REGISTER

MOTION BY AUTHORITY MEMBER GONYOU, SUPPORTED BY AUTHORITY MEMBER KRAUS TO APPROVE THE CHECK REGISTER FOR AUGUST 2015 AS PRESENTED. YEAS ALL. MOTION CARRIED.

#### 2. BUDGET REPORT

Being the beginning of the year, there is not yet much on there. Adams brought up that budgeted this year like last year, but are getting a larger TIFF capture will give us more budget. A small capture in the winter and a large one in March. Gilbert asked about cash flow and Adams said we did well enough last year that it may not even be an issue this year.

Gilbert brought up that TIFF is a very real measure of downtown/community health. When it goes up, the property values are going up.

Pennington questioned the watering expense and how it compares to other years. Gilbert shared that it is lower this year and it is a thankless job that takes about 6 hours a day to do it right. He suggests adding in irrigation into areas like Romas and Paymaster Park. Adams

shared most communities have it covered by their DPW, but ours too stretched so it is paid by the DDA. Adams estimates that we'll spend \$20,000 on downtown maintenance this year.

### 3. NMS/MMS YEAR-END MEETING

Thursday, September 24th will be our meeting. Board Members are specifically requested between 11 & 12:30. We are a Master Level Main Street, but they wanted to meet with us this year.

### 4. PARTY IN THE PLAZA

This was covered during committee updates. About 150 invites will go out today via email and eventbrite. Table, chairs, and coney sauce will be donated by the Masons. Sides, grills, and ice will come from local restaurants.

### PUBLIC / BOARD / STAFF COMMENTS:

Pennington shared that we're in a good time in our economy and it's a great year in Michigan. He asked what this means for Owosso. He went back to the information supplied to us in a National Main Street review which covered our demographic and community. He challenged the team to step up our game or we won't get a return on investment on our capital projects. He talked about Indian Trails bringing in people to Owosso from other cities.

The Historic Home Tour is getting a good response so far in analytics in looks, likes, and shares. They're looking for classic vintage automobiles.

Lula's got the best Cajun restaurant in Michigan by Trip Advisor and Open Table.

He feels there is much more to be done with the biking community. The Assenmacher may move their rest stop downtown next year.

Woodard Furniture, The Argus, and Indian Trails all have big anniversaries coming up.

Wiles said his business has increased the last 7 years.

Gonyou said her business had increased with a new tenant to them. Bellingers will be in in about 8 weeks. This is Gonyou's last board meeting as her term is up.

Omer is encouraged by the amount of foot traffic downtown.

Gilbert shared that Phil Hathaway came to his father's visitation shared stories of his father's involvement in the original DDA. He also said he had met more new people on the floor buying appliances and his business has seen an uptick.

Haskins has also seen a lot of new faces, especially whenever SRI has an event and people are interested in downtown.

Adams shared that Dollar Daze said their July was up 25% this year.

Montenegro shared that surveys have been done and had to be over 51% to be considered for facade and other grants. The survey came back at 59% and is about to be finalized with the

state. With this we can get up to 21 facades done in the next 3 years, assuming can get a third year extension. The difference between this and the census would be the specific areas surveyed.

Pennington shared that the movie museum has sold and they're looking into who bought it.

Signs will be ordered for parking next week and will go up with striping next month.

MOTION MADE BY WILES, SUPPORTED BY AUTHORITY MEMBER HASKINS TO  
ADJOURN AT 8:39 AM.  
YEAS ALL. MOTION CARRIED.

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Alaina Kraus, Secretary