

**MINUTES**  
**REGULAR MEETING OF THE**  
**DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET**  
**CITY OF OWOSSO**  
**JUNE 2, 2021 AT 7:30 A.M.**

**CALL TO ORDER:** The meeting was called to order by Chairman Dave Acton at 7:36 A.M.

**ROLL CALL:** Taken by Recording Secretary Debbie Hebert

**MEMBERS PRESENT:** Chairman Dave Acton, Vice-Chairman Bill Gilbert, Commissioners: Josh Ardelean, Brianna Carroll, Ken Cushman, Eric Lab, Jon Moore, Lance Omer and Susan Osika.

**MEMBERS ABSENT:** None

**OTHERS PRESENT:** Josh Adams, Owosso Mainstreet/DDA Director

**AGENDA:** IT WAS MOVED BY AUTHORITY MEMBER MOORE AND SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE AGENDA AS PRESENTED.

**AYES: ALL. MOTION CARRIED.**

**MINUTES:** IT WAS MOVED BY AUTHORITY MEMBER OSIKA AND SUPPORTED BY AUTHORITY MEMBER GILBERT TO APPROVE THE MINUTES FOR MEETING HELD MAY 5, 2021.

**AYES: ALL, MOTION CARRIED.**

**PUBLIC COMMENTS:** None

**ITEMS OF BUSINESS:**

**1) NEW BOARD MEMBER RECOGNITION –** Chairman Dave Acton welcomed new board members Brianna Carroll and Eric Lab. He extended his assistance should they have any questions as they learn more about the board and share their passion to grow downtown Owosso.

**2) CHECK REGISTER –** the board reviewed the check register. Authority Member Osika requested to have credit card statement paid in this register to be attached to the minutes.

**IT WAS MOVED BY AUTHORITY MEMBER CUSHMAN, SUPPORTED BY AUTHORITY MEMBER MOORE TO APPROVE THE CHECK REGISTER FOR MAY 2021 AS PRESENTED.**

**AYES: ALL. MOTION CARRIED.**

**3) Budget Report** – the final budget report of FY 2020/2021 was presented to the board. Maintenance was increased for expenses in early fall. A reserve of \$8,000 - \$12,000 will carry over into the next fiscal year for possible upcoming streetscape improvements.

**IT WAS MOVED BY AUTHORITY MEMBER MOORE, SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE BUDGET REPORT FOR JUNE 2021.**

**AYES: ALL. MOTION CARRIED.**

**3) Shia Cash Reports** – President Greg Klapko provided a report detailing the promotion of the Owosso Main Street logo on the Chamber website under the ShiaCash tab. Owosso Main Street logo was included in all 4 ShiaCash videos ran. The page has been viewed 3,602 times in the last 30 days.

**4) Revolving Loan Applications** – Two Applications were presented to the board by the Revolving Loan Committee as follows:

- a. Charles F. Gilbert and Sons, Inc. – New Addition Construction: \$50,000.00, 3-Year Term
- b. The Sideline Sports Bar – New bar/restaurant Start-UP: \$50,000, 5-Year Term

**IT WAS MOVED BY AUTHORITY MEMBER CUSHMAN, SUPPORTED BY AUTHORITY MEMBER OSIKA TO APPROVE THE REVOLVING LOAN APPLICATIONS APPROVED BY THE REVOLVING LOAN COMMITTEE AS PRESENTED.**

**AYES: ALL. MOTION CARRIED.**

**5) Revolving Loan Deferment** – Kleeman Properties was given a three-month deferment earlier this spring. The Revolving Loan Fund Manual allows up to 6 months deferral. Kleeman Properties continues to work with Consumers Energy to retrofit the building for the machinery they plan to use. An extension of the additional 3 months deferment is requested.

**IT WAS MOVED BY AUTHORITY MEMBER CUSHMAN, SUPPORTED BY AUTHORITY MEMBER OSIKA TO APPROVE THE REVOLVING LOAN APPLICATIONS APPROVED BY THE REVOLVING LOAN COMMITTEE AS PRESENTED.**

**AYES: ALL. MOTION CARRIED.**

**6) Board Member Training w/Michigan Main Street** –The Michigan Mainstreet Team is willing to do a virtual board member training including a history with how “Michigan Main Street Works”. Members discussed possible days and times. It was concluded that an in-person training after Covid 19 restrictions are lifted would be more beneficial. Director Adams will contact Michigan Mainstreet for fall 2021 availability.

Owosso Mainstreet/DDA has been selected to receive a Development Technical Service, a \$2,000 - \$4,000 value. Michigan Mainstreet will provide a consultant to assist with developing a fund-raising strategy for the organization. Members agreed this is a beneficial opportunity.

#### **COMMITTEE UPDATES:**

- 1) Design and Business Vitality** – Design committee met with Doug Peterson to address controlling weeds, progress on new beds and to note weak areas to address in near future. The walkabout provided beneficial. The committee will have shorter agendas and plan to do the walkabout each meeting.

The window decal program, will offer double-sided decals as a historical emblem or badge with a historical perspective of the building.

The Vibrancy grant along with unused streetscape bond money will be used for tables, benches and trash containers. Benches needed on Exchange Street. The walkabout assisted in locating areas to add items, as well as, areas of concern. Streetscape and design committees will have short agendas and will do repeat walkabouts.

Hanging baskets are being hung today, June 2<sup>nd</sup>. Department of Public Works still have to hang large hanging brackets after Curwood Festival. Bridge baskets will be placed this week. Downtown beds have been planted. Bags of dirt have been placed for gardeners to add to the beds. Petersons Landscaping will add mulch to each bed for a uniform appearance and provides an organic fertilizer for beds. Each bed will be professionally weeded and maintained.

- 2) **Promotion & Outreach** – Preparations are beginning for Artwalk. It has been proposed to obtain permission from property owners of downtown vacant buildings to allow for additional vendors to set up in front of their buildings to sell their wares. Allowing for a larger more vibrant sidewalk sale. Scheduled for July 15-18<sup>th</sup>.  
The RLF has been very successful. If monies are available, it would be helpful to add to the existing fund. It is possible that future monies from the federal government may become available. The Owosso Mainstreet/DDA will request to be included, as well as, offer to be a template for other small communities to pattern their own Revolving Loan Fund Program.

- 3) **Business Owners Committee** – None

**BOARD CONTINUING EDUCATION/INFORMATION:**

**Director Update:** (See attached report) the structure of report has changed. It is now in an “At A Glance” format.

**PUBLIC COMMENTS:** None

**BOARD COMMENTS:** Chairman Dave Acton prepared the board for the live evaluation of Director Adam’s Performance to follow after adjournment and a short break.

**ADJOURNMENT:** IT WAS MOVED BY AUTHORITY MEMBER MOORE AND SUPPORTED BY AUTHORITY MEMBER ARDELEAN TO ADJOURN AT 8:30 A.M.

**AYES: ALL. MOTION CARRIED.**

12:49 PM

05/03/21

**Owosso Main Street**  
**Reconciliation Summary**  
**296-000-202.100 Credit Card, Period Ending 04/15/2021**

	<b>Apr 15, 21</b>
<b>Beginning Balance</b>	197.05
<b>Cleared Transactions</b>	
Charges and Cash Advances - 8 items	-761.81
Payments and Credits - 1 item	197.05
<b>Total Cleared Transactions</b>	-564.76
<b>Cleared Balance</b>	<b>761.81</b>
<b>Uncleared Transactions</b>	
Charges and Cash Advances - 2 items	-329.30
<b>Total Uncleared Transactions</b>	-329.30
<b>Register Balance as of 04/15/2021</b>	<b>1,091.11</b>
<b>Ending Balance</b>	1,091.11

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05/03/21

**Owosso Main Street**  
**Reconciliation Detail**  
**296-000-202.100 Credit Card, Period Ending 04/15/2021**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						197.05
<b>Cleared Transactions</b>						
<b>Charges and Cash Advances - 8 items</b>						
Credit Card Charge	03/12/2021		Notion Labs	X	-20.00	-20.00
Credit Card Charge	03/15/2021		BlueHost, Inc	X	-157.96	-177.96
Credit Card Charge	03/17/2021		Zoom	X	-158.89	-336.85
Credit Card Charge	03/18/2021		Squarespace	X	-144.00	-480.85
Credit Card Charge	03/24/2021		Google	X	-9.99	-490.84
Credit Card Charge	03/25/2021		Network Solutions	X	-15.98	-506.82
Credit Card Charge	04/02/2021		MusicBed	X	-14.99	-521.81
Credit Card Charge	04/14/2021		SignWorld	X	-240.00	-761.81
Total Charges and Cash Advances					-761.81	-761.81
<b>Payments and Credits - 1 item</b>						
Bill	04/05/2021		First Bank Card	X	197.05	197.05
Total Cleared Transactions					-564.76	-564.76
Cleared Balance					564.76	761.81
<b>Uncleared Transactions</b>						
<b>Charges and Cash Advances - 2 items</b>						
Credit Card Charge	03/17/2017		Luke Lisi		-1.00	-1.00
Credit Card Charge	03/16/2018		Deluxe Business C...		-328.30	-329.30
Total Charges and Cash Advances					-329.30	-329.30
Total Uncleared Transactions					-329.30	-329.30
Register Balance as of 04/15/2021					894.06	1,091.11
<b>Ending Balance</b>					<b>894.06</b>	<b>1,091.11</b>

### RECENT ACTIVITY “AT-A-GLANCE”

Item	Activity
Woodard Place Repairs	All concrete work is complete; new flower containers need to be purchased; the whole pocket park will be restored this spring
Match on Main	OMS/DDA was awarded a \$25k Match on Main grant for Gilbert’s Hardware & Appliance for their new building addition; Final grant agreement documents have been submitted to the MEDC.
Michigan Main Street Vibrancy Grant	OMS/DDA was awarded a \$20,000.00 Vibrancy Grant from Michigan Main Street. Pending final grant agreement documents.
Fund Generation Technical Service	OMS/DDA has been awarded a “Fund Generation” Technical Service from Michigan Main Street. This service will hire a consultant to visit our community in August and help us develop a comprehensive fundraising strategy for our program.

### COMMITTEE ACTIVITY “AT-A-GLANCE”

Promotion & Outreach Committee	
Work Plan/Task	Activity
Glow Owosso	Committee will start up meeting/planning in July. They are also working on a holiday shopping booklet for Downtown Holiday Advertising.
ArtWalk	Promotion Committee is starting planning. A “save the date” and “request for artist” promo will go out on Friday, June 4th. Committee will be reviewing all databases on Google Drive.
NYE Block Party	Committee will start up meetings in August.
Vintage Motorcycle Days	Committee met on 5/27/21. Date of event is set for 8/27-28/21. Currently getting sponsors. Event promotion will start mid-June. Next meeting is scheduled for Thursday, June 10th.
Retail Shopping Events	Pending Team Leader. We would like to start up new events by late-summer
Downtown Trick or Treat	Promo & Outreach Committee will start discussing this event at their August meeting.
Film at the Fountain	John Hankerd is planning 2 Film at the Fountain Events this summer. Dates TBD.
Chocolate Walk	Promo & Outreach Committee will start discussing this event at their September meeting.
Sidewalk Sales	Event will take place on 7/15-18/21. Promo & Outreach Committee have plans to expand this event into a sidewalk sale & vendor show. They are in the process of naming the event and gathering participating businesses & vendors.
Fund Generation	Fund Generation & Volunteer Recruitment have new team leaders. Tori Young & Sara Adams will start all planning. Their first meeting is scheduled for Wednesday, June 2nd at 6pm. They will be volunteering to help develop comprehensive fundraising & volunteer processes for our program. They will also be planning our next volunteer appreciation party that will happen in late 2021. OMS/DDA has received a technical service from the Michigan Main Street Center for “Fund Generation”. This service will take place this summer. Tori & Sara will be joining the Board in this training.
Volunteer Recruitment	



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Promotion & Outreach Committee continued...	
Work Plan/Task	Activity
Websites	AJ Morris has added the Social District information to the downtown website. The event calendar and document section of the website will be updated in June/July. AZee Business Solutions has gotten access to the shopping website and will be contacting businesses to upload their profiles & selected inventory to the site.
Notion Platform Development	New Notion Platform is up. All work plans & volunteer information is imported. Step by step sign-in directions have been sent to board & committee members. This application will start being used at the committee level.
Design & Business Vitality Committee	
Work Plan/Task	Activity
Downtown Streetscape	Streetscape Improvements are scheduled to start in early July. OMS/DDA was recently awarded a \$20,000.00 "Vibrancy Grant" from Michigan Main Street. These grant dollars will go toward further progressing the streetscape plan (new benches, tables, trash cans, planters, etc.)
Way-Finding	This task is currently on hold.
Downtown Beautification	The Downtown Flower Program is started. Volunteer Gardeners have started planting flowers throughout the downtown. After planting, all flowerbeds will be mulched. In addition, this year all downtown flowerbeds and sidewalks will be professionally maintained & weeded. Downtown Flower Baskets will be placed on Thursday, June 3rd. Bridge Baskets will be planted in Monday, June 7th. Note: All downtown flowers will be professionally watered this year.
EV Charging Stations	Pending Consumers Power transformer replacement. Gilbert's easement to be signed by June 7th. Future Energy is waiting Consumers Power to schedule station installation. Sub-Committee will be starting to meet later this month.
Entrepreneurial Ecosystems	Next meeting is scheduled for Tuesday, June 8th at 6pm at the Armory.
Ready to Recruit Team	Team met on Monday, 5/24/21. They agreed that new data needs to be collected and have developed a plan to reissue a new Top Prospect Survey and update the vacancy list. The new survey will be posted and run from June 28th through July 12th. The next two meetings are scheduled for June 28th and July 26th.
Certified Local Govt. Committee	The SubCommittee had its first meeting on 4/14 and met again on Monday, 5/24. The SubCommittee determined it's goals and objectives for 2021/2022 and discussed ways that other historic organizations could help in accomplishing them. This SubCommittee will also be working with Representative Frederick's office to educate the community on the new State Historic Tax Credit for both commercial & residential buildings.
Revolving Loan Fund	The RLF Committee reviewed and approved two applications on 5/21/21.
Social District	Social Districts are live! A formal press packet was sent to the Argus & Independent on 5/7. All Social District information is now on the Downtown website. All boundary signage is installed. Additional, new signage will be placed throughout the district by Friday, June 4th. All businesses have branded cups, stickers, and signage for their operations. More aggressive promotions will be done for the district after Curwood. Also, new seating will be placed throughout the district later this summer.
Business Owners Meeting	These meetings are currently on hold. Our goals is to start them back up in August 2021.
Window Decal	New Historic Write-up Decals have been developed for downtown buildings (Steve Teich & Lorraine Weckwert developed them). A decal mock-up has been created and the first prototype is currently at the printers for completion. These will provide a professional, sleek, low-cost window decal that explains the historic significants for each downtown building throughout our district.



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## BOARD INITIATIVES:

### **2020/2021 STRATEGIC PLANNING INITIATIVE REMINDER:**

During the Board Retreat the Board determined that two board-level initiatives should take place over the next year. They are as follows:

1. Develop a comprehensive volunteer recruitment & retention strategy that increases the capacity of the overall program; and
2. Develop a fund generation structure/program (in addition to DDA & TIF funding) that secures adequate financial resources for building program capacity.

### **CUSTOMER SERVICE TRAINING:**

- Another large discussion during the Board Retreat was the need for district-wide customer service training. The Board agreed to research and work with local stakeholders to organize this training for all downtown businesses.
- After a brief discussion with the City Manager, there is interest to have all city staff to take part in this training as well. This will aid in our RRC process.
- It would be beneficial to start discussing a plan of action on this initiative.

**The Board has decided to continue these efforts into the 2021/2022FY.**

## DIRECTOR-LED INITIATIVES:

### **WORK PLANS:**

- 2020/2021 Modified Work Plans have been imported into Notion Platform for committees to use.
  - This app will start being used at the Committee Level this month.

### **SECURITY CAMERAS:**

- OMS/DDA is still pending Retriever Solutions to schedule installation of all cameras
- All locations have been selected and all access has been acquired.
- OMS/DDA Director can email board members camera locations if requested.

### **Director Advocacy/Impact:**

The National Main Street Center is encouraging local directors to start measure the impact that they have on their local communities. Reviewing data, the following is the financial impact the Director's office has had in revitalization since 2013:

- Since 2013 the Director's office has generated (through networking stakeholders with national tax incentive programs; advocating for Downtown Owosso's program at a national & state level; and applying for State grants & services) \$2,575,222.00 for downtown revitalization efforts.
- That breaks down to \$367,888.86 per year. The Director's services (and subsequent salary) make a return on investment of 5.9 times per year. Meaning, the Director's leadership efforts "5-tuple" the OMS/DDA Board's & City's investment in that position.
- NOTE: These numbers are not counting the recent activities (Match on Main, Vibrancy Grant, and Technical Service awards) totaling another \$50,000.00.



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### PROPERTY DEVELOPMENT:

- The OMS/DDA Director is in continuing conversations with new and old downtown property owners regarding the redevelopment of their buildings. The below projects are actively working together with the OMS Director, the City and MEDC to find the best path for redevelopment. Some conversations at this point are confidential but the properties I can mention are:
  - Ludington Electric Property - project under final review with MEDC
  - The former City Club Building - in initial conversations with MEDC; property owner is pursuing the State Historic Tax Credit
  - Ruesswood Property - MEDC Application has been submitted to the property owner's consultant for review
  - The Matthews Building - all legally required compliance activities have been completed. The Director is working with the property owner to get a timeline for future development activities.
  - Owosso Middle School - in conversation with MSHDA. The Director is scheduling a meeting with the developers in late-April.

### "PROGRAM PARKING-LOT"

#### OMS WORK PLAN DEVELOPMENT:

- Work Plan Parking-Lot" - meaning that they are waiting for a Work Plan Leader. Committee Chairs are currently looking for leaders for these projects. Work Plans are:
  - Downtown Workshops
  - Downtown Business Videos
  - Downtown Discussions
  - Open Streets Owosso

#### OTHER PROJECT IDEAS:

- Business Education Team - there has been discussion about forming a team of business owners that would volunteer their services to work with new business owners.

*NOTE: THIS REPORT DOES NOT COMMUNICATE THE OTHER PROJECTS/RESPONSIBILITIES THE OMS/DDA DIRECTOR IS IN CHARGE OF WITH THE FOLLOWING DEPARTMENTS (PER HIS MOU WITH THE CITY):*

- DOWNTOWN HISTORIC DISTRICT COMMISSION
- CERTIFIED LOCAL GOVERNMENT DESIGNATION UPKEEP
- ADDITIONAL COMMUNITY DEVELOPMENT ACTIVITIES
  - RENTAL REHAB PROGRAM
  - FACADE GRANT PROGRAM
  - STATE CDGB & CRP PROGRAM OVERSIGHT



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