



Regular Meeting Agenda
Owosso DDA/Main Street
Wednesday June 7, 2017, 7:30 a.m.
Owosso City Council Chambers,
301 W Main St.
Owosso, MI 48867

Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

7:30 to 7:40

Call to order and roll call:

Review and approval of agenda: June 7, 2017

Review and approval of minutes: May 1, 2017

Public Comments:

7:40 to 8:00

Committee Updates

- 1) Design & Business Vitality
- 2) Promotion & Outreach

8:00 to 8:30

Items of Business:

- 1) Check Register (Resolution)
- 2) Budget Report (Resolution)
- 3) Façade Grant Update (Discussion)
- 4) Transformation Strategy Next Steps (Discussion)
- 5) OMS/DDA Hosting Associates Level Training (July 18th) (Discussion)

Public Comments:

Board Comments:

Adjournment:

[The City of Owosso will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon 72 hours notice to the City of Owosso. Individuals with disabilities requiring auxiliary aids on services should contact the City of Owosso by writing or calling Amy Kirkland, City Clerk, 301 W. Main St, Owosso, MI 48867 (989) 725-0500 or on the Internet. The City of Owosso Website address is www.ci.owosso.mi.us.]

Board Meeting Minutes
May 2017



MINUTES
REGULAR MEETING OF THE
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET
CITY OF OWOSSO
MAY 3, 2017 AT 7:30 AM
CITY COUNCIL CHAMBERS

CALL TO ORDER: The meeting was called to order by Vice-Chairman Bill Gilbert at 7:42 a.m.

ROLL CALL: Was taken by Recording Secretary, Marty Stinson.

MEMBERS PRESENT: Chairman David Acton (arrived at 8:03 a.m.), Vice-Chairman Bill Gilbert, Authority Members Mayor Chris Eveleth (left at 8:03 a.m.), Jon Moore, Lance Omer, Jim Woodworth.

MEMBERS ABSENT: Kenn Cushman, Theresa Trecha, Kevin Wiles.

OTHERS PRESENT: Josh Adams, Main Street Manager; Susan Montenegro, Assistant City Manager & Community Development Director; Robert Doran-Brockway, Historical Facilities Director.

Vice-Chairman Gilbert presented the new board member, Jim Woodworth, and asked him to introduce himself to the board. Mr. Woodworth stated that he is employed by Quicken Loans out of Detroit, but he also works locally; sometimes out of his brother Randy's office. He has five downtown properties and looks forward to supporting Owosso.

AGENDA:

IT WAS MOVED BY AUTHORITY MEMBER EVELETH AND SUPPORTED BY AUTHORITY MEMBER MOORE TO APPROVE THE AGENDA FOR MAY 3, 2017 AS PRESENTED WITH THE EXCEPTION OF MOVING THE ITEMS OF BUSINESS TO THE TOP OF THE AGENDA BEFORE COMMITTEE UPDATES.

AYES: ALL. MOTION CARRIED.

MINUTES:

IT WAS MOVED BY AUTHORITY MEMBER EVELETH AND SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE MINUTES OF APRIL 5, 2017, AS PRESENTED.

AYES: ALL. MOTION CARRIED.

ITEMS OF BUSINESS:

1) CHECK REGISTER

(SEE BOARD PACKET FOR CHECK REGISTER)

IT WAS MOVED BY AUTHORITY MEMBER EVELETH AND SUPPORTED BY AUTHORITY MEMBER MOORE TO APPROVE THE CHECK REGISTER FOR MAY, 2017 AS PRESENTED.

AYES ALL. MOTION CARRIED.

2) BUDGET REPORT

(SEE BOARD PACKET FOR BUDGET)

IT WAS MOVED BY AUTHORITY MEMBER EVELETH AND SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE BUDGET REPORT FOR MAY, 2017 AS PRESENTED.

AYES ALL. MOTION CARRIED.

3) TRANSFORMATION STRATEGY APPROVAL REPORT

Main Street Manager Josh Adams reported that the National Main Street had three recommendations after their visit to Owosso. 1. Day Trip Tourism which the Main Street is already working on. 2. Residential Density which will improve when the Mueller Building is done. 3. Creative Arts Nodal which will be worked on somewhat with the Day Trip Tourism.

IT WAS MOVED BY AUTHORITY MEMBER EVELETH AND SUPPORTED BY AUTHORITY MEMBER MOORE TO APPROVE THE “DAY TRIP” TRANSFORMATION STRATEGY WITH “RESIDENTIAL DENSITY” BEING A LONG-TERM GOAL AND FUTURE STRATEGY.

AYES ALL. MOTION CARRIED.

4) FAÇADE GRANT UPDATE

Assistant City Manager Montenegro reported that everything has been submitted to the state. There are eight properties which count as six because two counted as one. It amounts to \$900,000. All are amazing transformations.

5) DOWNTOWN PARKING LOT SECURITY

Mr. Adams reported that there is slightly above average vandalism occurring in the fountain parking lot. Cars have been spray painted and tires slashed. He has investigated a security system for about \$600 which would have four cameras with a wireless feedback to a recorder. It would store up to 8 days recording before looping back again. Discussion included a suggestion for signage about the camera security system to be installed in parking lot.

IT WAS MOVED BY AUTHORITY MEMBER MOORE AND SUPPORTED BY AUTHORITY MEMBER EVELETH TO GRANT PERMISSION TO LOOK INTO THE SECURITY SYSTEM AND SEE ABOUT PROPERTY OWNERS WILLINGNESS TO PARTICIPATE IN POSSIBLE PURCHASE AND TO REPORT BACK AT THE NEXT DDA MEETING.

AYES ALL. MOTION CARRIED.

8:03 a.m. Board Member Eveleth left the meeting. Chairman Acton arrived.

PUBLIC COMMENTS: There were no public comments.

COMMITTEE UPDATES:

1) DESIGN and ECONOMIC RESTRUCTURING have been combined into DESIGN AND BUSINESS VITALITY.

Authority Member Omer reported that they are ordering flowers including the Washington Street Bridge. Bike racks are now all installed.

Mr. Adams noted that Baker College is unable to produce any further racks, so they are checking into SL&H and RWI to see if they can meet the \$300 mark. The Business Investment Guide is being worked on to court businesses.

Mr. Gilbert noted that the back of the way finding signs look black and dull. Per Mr. Adams, we cannot change them per MDOT.

2) ORGANIZATION and PROMOTION have been combined into PROMOTION AND OUTREACH.

They are very busy this summer per Mr. Adams. They have about 12 events this summer. We have more road closures, but they are getting good responses from business owners. On June 11, we'll be closing streets and shutting downtown for bikers, skateboarders, etc. from 1-5 pm. Also on a Friday and Saturday in July for a car show.

The clean-up downtown last weekend was a good event. Jumbo's gave us a free lunch. We need two or three gas powered leaf blowers so we can blow debris into the streets the night before the sweeper comes through town.

BOARD COMMENTS: Mr. Gilbert apologized for his late arrival. Chairman Acton also apologized for his late arrival. Mr. Gilbert thanked Mr. Adams and the volunteers for their work downtown.

IT WAS MOVED BY AUTHORITY MEMBER OMER AND SUPPORTED BY AUTHORITY MEMBER MOORE TO ADJOURN AT 8:18 A.M.

AYES: ALL. MOTION CARRIED.

Bill Gilbert, Vice-Chairman

mms

May Check Register
By Check Number



Owosso Main Street
Check Register - By Check Number
May 2017

Num	Date	Name	Memo	Account	Paid Amount
2434	05/05/2017	American Speedy Print	Poster Printing for Downto...	296-000-101.250 Checking #0425	
	04/20/2017		Poster Printing for Downtown ...	296-695-818.000 ORG WK PLNS	-27.50
TOTAL					-27.50
2435	05/05/2017	City of Owosso	Program Printing (Board Pa...	296-000-101.250 Checking #0425	
	05/01/2017		Program Printing (Board Pack...	DEP 695 ORGANIZATION EXPENSES	-350.87
TOTAL					-350.87
2436	05/05/2017	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425	
	05/01/2017		Manager Wages 4/22/17 - 5/5...	296-200-999.101 MANAGER WAGES	-2,178.84
TOTAL					-2,178.84
2437	05/05/2017	Burning Media Group	DOMI story-arc developmen...	296-000-101.250 Checking #0425	
	05/05/2017		DOMI story-arc development ...	296-696-818.000-DOMI	-500.00
TOTAL					-500.00
2438	05/05/2017	Gilbert's Do It Best	Various supplies	296-000-101.250 Checking #0425	
	05/05/2017		bolts for bike racks	296-697-818.000-BIKERACKS	-24.00
			downtown cleanup supplied	296-200-831.000 MAINTENANCE	-229.23
TOTAL					-253.23
2439	05/05/2017	Kelly's Refuse	Downtown Trash Service A...	296-000-101.250 Checking #0425	
	05/01/2017		Downtown Trash Service Apri...	296-200-831.000 MAINTENANCE	-500.00
TOTAL					-500.00
2440	05/19/2017	Gnosis Marketing	Owosso Promotional Map R...	296-000-101.250 Checking #0425	
	05/19/2017		Owosso Promotional Map Re...	296-696-818.000-DOMI	-200.00
TOTAL					-200.00
2441	05/19/2017	Hannah Robbe	DOMI Actor Service	296-000-101.250 Checking #0425	
	05/19/2017		DOMI Actor Service	296-696-818.000-DOMI	-50.00
TOTAL					-50.00
2442	05/19/2017	Marlette Wallace	DOMI Video Actor Services	296-000-101.250 Checking #0425	
	05/19/2017		DOMI Video Actor Services	296-696-818.000-DOMI	-50.00
TOTAL					-50.00
2443	05/19/2017	American Speedy Print	Event Poster Printing	296-000-101.250 Checking #0425	
	05/19/2017		Event Poster Printing - Open ...	296-696-818.000-DOWNTOWNPROMO	-243.00
TOTAL					-243.00
2444	05/19/2017	Hankerd Sportswear	Open Street Owosso T-shirts	296-000-101.250 Checking #0425	
	05/19/2017		Open Street Owosso T-shirts	296-696-818.000-ARTMARKET	-175.00
TOTAL					-175.00

Owosso Main Street
Check Register - By Check Number
May 2017

<u>Num</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
2445	05/19/2017	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425	
	05/19/2017		Manager Wages	296-200-999.101 MANAGER WAGES	-2,178.84
TOTAL					-2,178.84

May Budget Report
Fiscal Year 2016/17



Owosso Main Street
Profit & Loss Budget vs. Actual
 July 2016 through June 2017

<u>Ordinary Income/Expense</u>	<u>Jul '16 - Jun 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Income			
296-000-401.403 GEN PROP TAX	27,184.30	33,867.86	-6,683.56
296-000-401.405 TIF	154,366.47	156,889.64	-2,523.17
296-000-671.676 DESIGN INCOME			
296-000-671.676-BIKERACKS	700.00	1,000.00	-300.00
296-000-671.676-FLOWER PROGRAM	174.00	200.00	-26.00
Total 296-000-671.676 DESIGN INCOME	874.00	1,200.00	-326.00
296-000-671.678 PRO INCOME			
296-000-671.678-OPENSTREETS	495.00	600.00	-105.00
296-000-671.678-ARTWALK	60.00	60.00	0.00
296-000-671.678-CARCRUISE	6,450.00	8,200.00	-1,750.00
296-000-671.678-DOMI	2,458.00	2,500.00	-42.00
296-000-671.678-GLOW	11,917.57	12,000.00	-82.43
296-000-671.678-VINTAGEMOTORCY	1,292.00	1,300.00	-8.00
Total 296-000-671.678 PRO INCOME	22,672.57	24,660.00	-1,987.43
296-000-671.679 ORG INCOME			
296-000-671.679-WEBSITE	1,000.00	2,000.00	-1,000.00
Total 296-000-671.679 ORG INCOME	1,000.00	2,000.00	-1,000.00
296-000-671.694 MISC	25.48	50.00	-24.52
Total Income	206,122.82	218,667.50	-12,544.68

Owosso Main Street
Profit & Loss Budget vs. Actual
July 2016 through June 2017

<i>Expense</i>	<u>Jul '16 - Jun 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>
DEP 200 GEN SERVICES			
296-200-728.000 OPER SUPPLIES	1,676.81	2,000.00	-323.19
296-200-818.000 CONTRACT SER	3,360.00	3,400.00	-40.00
296-200-831.000 MAINTENANCE	19,059.81	21,000.00	-1,940.19
296-200-858.000 MEMBER + DUES	489.00	1,000.00	-511.00
296-200-860.000 ED + TRAINING	894.46	1,500.00	-605.54
296-200-999.101 MANAGER WAGES	52,101.78	56,650.00	-4,548.22
Total DEP 200 GEN SERVICES	77,581.86	85,550.00	-7,968.14
DEP 695 ORGANIZATION EXPENSES			
296-695-818.000 ORG WK PLNS			
296-695-818.000-WEBSITE	500.00	750.00	-250.00
296-695-818.000 ORG WK PLNS - Other	27.50	50.00	-22.50
Total 296-695-818.000 ORG WK PLNS	527.50	800.00	-272.50
DEP 695 ORGANIZATION EXPENSES - Other	350.87	1,691.00	-1,340.13
Total DEP 695 ORGANIZATION EXPENSES	878.37	2,491.00	-1,612.63
DEP 696 PROMOTION EXPENSES			
296-696-818.000 PRO WK PLNS			
296-696-818.000-OPENSTREETS	175.00	600.00	-425.00
296-696-818.000-ARTWALK	1,041.00	1,050.00	-9.00
296-696-818.000-CARCUISE	285.70	8,200.00	-7,914.30
296-696-818.000-DOMI	1,699.50	1,800.00	-100.50
296-696-818.000-DOWNTOWNPROMO	2,597.48	2,600.00	-2.52
296-696-818.000-GLOW	12,681.56	12,800.00	-118.44
296-696-818.000-VINTAGEMOTORCY	1,522.36	1,550.00	-27.64
Total 296-696-818.000 PRO WK PLNS	20,002.60	28,600.00	-8,597.40
DEP 696 PROMOTION EXPENSES - Other	40.00	8,500.00	-8,460.00
Total DEP 696 PROMOTION EXPENSES	20,042.60	37,100.00	-17,057.40
DEP 697 DESIGN EXPENSES			
296-697-818.000 DES WK PLNS			
296-697-818.000-BIKERACKS	560.00	600.00	-40.00
296-697-818.000-CHRISTMAS	2,180.65	2,190.00	-9.35
296-697-818.000-FLOWER PROGRAM			
296-697-818.000-BASKETS	16.99	1,200.00	-1,183.01
296-697-818.000-BED PLANTS	808.90	4,800.00	-3,991.10
Total 296-697-818.000-FLOWER PROGRAM	825.89	6,000.00	-5,174.11
Total 296-697-818.000 DES WK PLNS	3,566.54	8,790.00	-5,223.46
296-697-974.000-WAYFINDING	9,047.64	9,100.00	-52.36
296-697-974.000-WOODARDPLC	2,982.00	2,990.00	-8.00
DEP 697 DESIGN EXPENSES - Other	0.00	0.00	0.00
Total DEP 697 DESIGN EXPENSES	15,596.18	20,880.00	-5,283.82
DEP 698 ER EXPENSES			
296-698-818.000 ER WK PLNS			
296-698-818.000-DEVELOPGUIDE	370.00	370.00	0.00
Total 296-698-818.000 ER WK PLNS	370.00	370.00	0.00
DEP 698 ER EXPENSES - Other	0.00	1,500.00	-1,500.00
Total DEP 698 ER EXPENSES	370.00	1,870.00	-1,500.00
DEP 901 - CAPITAL OUTLAY			
296-901-965.730 CAPITOL BOWL	3,536.29	9,000.00	-5,463.71
Total DEP 901 - CAPITAL OUTLAY	3,536.29	9,000.00	-5,463.71
DEP 966 TRANSFER OUT			
296-966-999.397 SIDEWALK FUND	76,817.50	77,000.00	-182.50
Total DEP 966 TRANSFER OUT	76,817.50	77,000.00	-182.50
Total Expense	194,822.80	233,891.00	-39,068.20
Net Ordinary Income	11,300.02	-15,223.50	26,523.52
Net Income	11,300.02	-15,223.50	26,523.52

Account Balance
As of 6/6/17



Owosso Main Street
Checking Account Balance
As of June 7, 2017

Checking Account = **\$73,789.13**

Credit Card Reconciliation
April-May 2017



**Owosso Main Street
Reconciliation Detail
296-000-202.100 Credit Card, Period Ending 05/15/2017**

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						298.55
Cleared Transactions						
Charges and Cash Advances - 10 items						
Credit Card Charge	04/25/2017		Network Solutions	X	-115.94	-115.94
Credit Card Charge	04/25/2017		Staples	X	-28.04	-143.98
Credit Card Charge	04/28/2017		Google	X	-1.99	-145.97
Credit Card Charge	04/30/2017		Facebook	X	-158.80	-304.77
Credit Card Charge	05/03/2017		GoDaddy	X	-119.76	-424.53
Credit Card Charge	05/03/2017		Envato Market	X	-11.00	-435.53
Credit Card Charge	05/05/2017		Envato Market	X	-9.00	-444.53
Credit Card Charge	05/12/2017		Boyne Mountain Re...	X	-143.44	-587.97
Credit Card Charge	05/15/2017		Creative Market	X	-20.00	-607.97
Credit Card Charge	05/15/2017		Creative Market	X	-6.00	-613.97
Total Charges and Cash Advances					-613.97	-613.97
Payments and Credits - 1 item						
Bill	04/20/2017		First Bank Card	X	298.55	298.55
Total Cleared Transactions					-315.42	-315.42
Cleared Balance					315.42	613.97
Uncleared Transactions						
Charges and Cash Advances - 1 item						
Credit Card Charge	03/17/2017		Luke Lisi		-1.00	-1.00
Total Charges and Cash Advances					-1.00	-1.00
Total Uncleared Transactions					-1.00	-1.00
Register Balance as of 05/15/2017					316.42	614.97
Ending Balance					316.42	614.97

Pending Payments
As of 6/6/17



**Owosso Main Street
Unpaid Bills Detail
As of June 6, 2017**

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Due Date</u>	<u>Aging</u>	<u>Open Balance</u>
Kelly's Refuse Bill	06/06/2017		06/16/2017		500.00
Total Kelly's Refuse					500.00
TOTAL					500.00

Transformation Strategy Follow-Up Schedule



Following Strategy Identification, the refresh process has two additional steps and two different sessions that we are taking communities through. The process is outlined below:

Strategy Development Session with the Board

- Invite: All Board members and Committee Chairs
- Work to define transformation strategies and identify goals and measures of success for implementing strategies

Strategy Implementation and Committee Work Planning

- Invite: All Board Members and All Committee Members and interested volunteers
- Identify projects and programming to implement transformation strategies

Michigan Main Street is asking that we please hold the following dates for each of the two sessions.

- Strategy Development – **Thursday September 7th OR Wednesday, September 20th**
- Strategy Implementation – **Wednesday November 1st**

*Please note that the October 24th date that should be held on your calendar for the accreditation/check-in visit that was pre-arranged earlier this year *should be removed from your calendar as we will no longer be visiting the community on that date.*

OMS/DDA Board needs to choose:

- **a September date & time**
- **a November time**