

REGULAR MEETING MINUTES
OWOSSO DDA / MAIN STREET
Council Chambers, City Hall
February 4, 2015 – 7:30 am.

MEETING CALLED TO ORDER at 7:40 a.m. by Bill Gilbert.

ROLL CALL was taken by Secretary Alaina Kraus.

MEMBERS PRESENT:, Authority Members Benjamin Frederick, Bill Gilbert, Dawn Gonyou, Lance Omer, Ken Cushman, Kevin Wiles and Secretary Alaina Kraus

MEMBERS ABSENT: Chairman Dave Acton & Authority Member Meredith Landino

OTHERS PRESENT: Josh Adams, DDA /Owosso Main Street Manager; Susan Montenegro, City of Owosso; Dr. Willy

AGENDA:

MOTION BY AUTHORITY MEMBER CUSHMAN SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE AGENDA FOR FEBRUARY 3, 2015.
YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER WILES, SUPPORTED BY AUTHORITY MEMBER GONYOU TO APPROVE THE MINUTES FOR THE MEETING OF JANUARY 7, 2014.
YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

None

COMMITTEE UPDATES

1) Design - Bill Gilbert

No meeting was held in January. Work plans were outlined at the previous meeting.

2) Economic Restructuring - Lance Omer

A discussion of the balance between the work of the city and Main Street.

3) Organization - Alaina Kraus

Mission and vision were discussed as well as beginning planning for upcoming work.

4) Promotion - Josh Adams

Chocolate Walk will be held on February 13th and will be the first with a map. Each shop will have a special treat while they walk - wine tasting, truffles, chocolate tea, etc.

Plans for the next 4-6 months of 2nd Fridays will be planned at the February Business Owners meeting.

John will be the chair with bi-monthly meetings to cover general promotions. Tour Our Town and Art Walk will be discussed at the February meeting.

Cushman asked if any details on the effectiveness of evening shopping. So far it has been mostly anecdotal, some businesses track sales but not all. Businesses may contribute \$5 to more promotions each month in the future. It was suggested that businesses who have recurring ad space may be willing to use part of it to advertise second Fridays. Ad sponsors may also be a possibility.

ITEMS OF BUSINESS:

1. CHECK REGISTER APPROVAL.

The audit and reimbursing Biondi for her time both appeared this month, otherwise as normal.

SEE BOARD PACKET FOR CHECK REGISTER

MOTION BY AUTHORITY MEMBER KRAUS, SUPPORTED BY AUTHORITY MEMBER FREDERICK TO APPROVE THE CHECK REGISTER FOR JANUARY 2014 AS PRESENTED.
YEAS ALL. MOTION CARRIED.

2. BUDGET REPORT.

Adjustments like extra GLOW income will be sorted in future meetings.

3. REVISED MISSION AND VISION STATEMENTS

Updates to the Mission and Vision Statements were discussed and voted on.

Discussion was also had on the tagline. Frederick suggested 'Honoring our Past. Looking to the Future.' but not as a single tagline. Gilbert suggested that the historic may come in in a revised logo that reflects the history of the city. Organization will discuss this further and bring it back to the board.

Amended Mission Statement Revision:

"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."

MOTION BY AUTHORITY MEMBER FREDERICK, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE UPDATED MISSION STATEMENT AS AMENDED.
YEAS ALL. MOTION CARRIED.

Vision Statement Revision:

“Our downtown, bright with promise and potential, captures the spirit of community. It is a gathering place to work, eat, play, and stay. Downtown Owosso is rich with opportunities in art, entertainment, business, and learning. Owosso Main Street unites individuals, businesses, and local government to revitalize our historic downtown. It is a comprehensive approach that focuses on community assets and partnerships to preserve and promote historic Owosso.”

MOTION BY AUTHORITY MEMBER CUSHMAN, SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE UPDATED VISION STATEMENT AS PRESENTED.
YEAS ALL. MOTION CARRIED.

4. 2015/2016 COMMITTEE PLANNING

In the past this was done as a large group. Adams asked MMS if that was needed or if it could be done at a committee level. They said they only care that it is done. February meetings will be used for planning 2015-2016 workplans - fully filled out with names.

5. CHECK SIGNING

MOTION BY AUTHORITY MEMBER FREDERICK, SUPPORTED BY AUTHORITY MEMBER WILES TO APPROVE THE AMENDMENT OF THE AGENDA TO INCLUDE CHECK SIGNERS.
YEAS ALL. MOTION CARRIED.

With Demis no longer on the board and Dave out of town, a third signer is needed who is available and willing to look over checks. Ken Cushman volunteered.

MOTION BY AUTHORITY MEMBER FREDERICK, SUPPORTED BY AUTHORITY MEMBER WILES TO APPROVE KEN CUSHMAN AS A CHECK SIGNER.
YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

Plunge for the Parks will happen on the 28th. Three of those in the meeting will be jumping.

Discussion of whether or not there should be public board support of the school millage was discussed and it was decided to stay apolitical on it, but remind citizens to vote.

MOTION MADE BY GILBERT, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO
ADJOURN AT 8:25 AM.
YEAS ALL. MOTION CARRIED.

Alaina Kraus, Secretary

