

**REGULAR MEETING MINUTES
OWOSSO DDA / MAIN STREET
Council Chambers, City Hall
JUNE 1, 2011**

Meeting was called to order at 7:23 a.m. by Chairman John Hankerd.

Roll Call was taken by Recording Secretary Marty Stinson.

MEMBERS PRESENT: Chairman John Hankerd, Authority Members Dave Acton, Barb Bucsi, James Demis, Alaina Kraus and Barb Spagnuolo.

MEMBERS ABSENT: Authority Members Cindy Flury, Ben Frederick, and Bill Gilbert.

OTHERS PRESENT: Deana Doan, Main Street Manager/DDA Director; and Adam Zettel, Assistant City Manager and Director of Community Development.

AGENDA:

**MOTION BY AUTHORITY MEMBER BUCSI SUPPORTED BY AUTHORITY MEMBER KRAUS TO APPROVE THE AGENDA FOR JUNE 1, 2011.
YEAS ALL. MOTION CARRIED.**

MINUTES:

**MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER SPAGNUOLO TO APPROVE THE MINUTES OF THE SPECIAL MEETING OF MAY 10, 2011.
YEAS ALL. MOTION CARRIED.**

COMMUNICATIONS:

- 1) Staff memorandum
- 2) Meeting minutes of May 10, 2011
- 3) May invoices – forthcoming
- 4) May budget report – update may be forthcoming
- 5) Library letter

PUBLIC COMMENTS: None

ITEMS OF BUSINESS:

1. May Invoices

<u>Vendor</u>	<u>Amount</u>	<u>Purpose</u>
The Big 1080	\$ 350.00	Farmers Market Advertising
Owosso Garden Club	\$ 95.10	Flowers for the downtown
Lorriane Weckwert	\$ 1,535.82	Reimbursement for plants purchased for the downtown
Ludington Electric	\$ 513.66	Repairs to downtown lights
Michigan Online	\$ 23.13	June 2011 fee to forward old phone line to cell phone
Gilbert's	\$ 266.14	Canopy/table/keys
Win's Electric	\$ 364.70	Downtown lights
Willoughby Press	\$ 397.50	OMS Memo Pads (250)
Office Depot	\$ 78.93	Office supplies
City of Owosso	\$ 1,720.65	Audit cost fy 09/10/cell phone April 2011/copies/postage May 2011
John Hankerd	\$ 578.83	reimbursement of expenses for Main Street Conf
Edwards Signs & Screen Printing Inc	\$ 284.91	Banner for Farmers Market
Artist to be determined	\$ 450.00	Entertainment for Artisan Market-June 2011-2 events
Total	\$ 6,659.37	

**MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER KRAUS TO APPROVE THE PENDING INVOICES FOR PAYMENT BY THE DDA / MAIN STREET AS PRESENTED MAKING A TOTAL OF \$6,659.37.
YEAS ALL. MOTION CARRIED.**

2. Elections

**MOTION BY AUTHORITY MEMBER ACTON, SUPPORTED BY AUTHORITY MEMBER SPAGNUOLO TO APPOINT JOHN HANKERD TO THE POSITION OF CHAIRPERSON; BARBARA BUCSI TO THE POSITION OF VICE-CHAIRPERSON; ALAINA KRAUS TO THE POSITION OF SECRETARY; AND JIM DEMIS TO THE POSITION OF TREASURER, EACH FOR A TERM OF ONE YEAR.
YEAS ALL. MOTION CARRIED.**

3. Michigan Main Street Reports

Deana Doan, Main Street Manager/DDA Director, stated that the January report has been submitted. It takes about 30 – 40 minutes once the information is gathered. The biggest time factor is gathering the information. Adam Zettel, Assistant City Manager and Directory of Community Development, stated the format has changed and it is now very detailed. Once done, it will be easier to continue the reports. Ms. Doan commented that even the Chamber of Commerce is helping with information about new businesses, expansions, number of employees, etc.

4. National Main Street Conference

Chairman Hankerd attended about ten days ago in Des Moines. He got a lot out of the conference. He took some specific notes for each committee and will get that information to them. He went to many classes and has power points for them. He also noted that all of the classes were recorded and are on-line for anyone to access. He said that work plans were emphasized—everything goes back to them. They will also help in Ms. Doan's monthly reports. Every committee should have their agenda and minutes going to Ms. Doan every month. Another point was that everyone (businesses) needs to know that Main Street is involved in the many projects. He had a couple ideas; 1) The chairs of each committee could meet with board officers a week before the regular board meeting to prepare for upcoming discussions / agenda. 2) Bimonthly or quarterly meetings with representatives from groups such as city staff, chamber, and historical groups to keep everyone in the loop would be useful.

5. Markets

Ms. Doan reported that last Saturday was the fourth week of the Farmers Market and it went very well despite not having the greatest sunny weather. They are still picking up new vendors. Next week they are moving to the two blocks east and west of Washington on Exchange Street to accommodate the Curwood Festival events.

The Artisan Market needs some help. They have seven vendors signed on and a couple more interested. They need more vendors and sponsors. Posters are needed. Mr. Keenan's hands are full with just the Farmer's Market. Ms. Doan is looking for help. It was noted that Char Haskins could help out. An intern has called vendors to remind them to sign up. Opening Day is June 16. Some of the Artisan vendors have moved to the Farmer's Market. Ms. Doan has extended the 50% discount on the registration fee. Authority Member Bucsi will have someone from the bank help Ms. Doan. Ms. Doan said they now need to research other Artisan Markets to get some other artists. They need to do some networking, and Susan Treen suggested a website to visit for more contacts.

Farmers Market has taken a lot more "behind the scene" work for Mr. Keenan. They have been approved for SNAP which accepts EDT. They are also working on the credit card process. Because of this, they may need an Artisan Manager. Whether it's volunteer or paid, co-managers, it is a 12 week commitment. Ms. Doan has reserved the Plaza each Thursday from noon to 9 p.m. through the city for the 12 weeks.

Authority Member Spagnuolo suggested a few more chairs for the entertainment area. Ms. Doan stated that we can change the layout design. Ms. Doan will meet tomorrow at 10 a.m. with a couple volunteers.

6. Newsletter

Chairman Hankerd stated that the last couple Fridays, Ms. Doan has sent out e-mails updating the DDA Board. Ms. Doan commented that last Friday her computer crashed. She is using the Mail Chimp Program for the newsletter. Authority Member Kraus has also reviewed the newsletter-in-progress. She needs an article from each committee. The current newsletter is for June-July, and the next one will be for August-September. She could also use a wish list from each committee.

7. Michigan Main Street Board 101 Training Date

Per Chairman Hankerd, the Michigan Main Street staff will come here and review the structure of the MMS board and bring new information. The meeting will be on Tuesday, June 21 from 10 to noon. The location will be determined.

8. Resource Team Visit

Ms. Doan reported that they want to postpone this visit until possibly next spring when the group is in a stronger position. It will be a time for organizational meetings with the public, and they would like to wait until Ms. Doan is full time.

COMMITTEE UPDATES:

1. PROMOTIONS

Chairman Hankerd spoke about the Sidewalk Sales which are scheduled for July 14 – 16. Those dates were chosen because that's when the national office with J.C. Penney's is doing their stronger promotions. Char Haskins is doing children activities at the Main Street Plaza during the sidewalk sales. The Art Walk is being discussed for possibly September 16, though that is not definitely set yet.

2. ORGANIZATION

Authority Member Bucsi stated the networking breakfast meeting went well with 70 in attendance. It was well worth the time and effort. Volunteers made the event successful and she appreciated everyone's help. Barb Spagnuolo is going to be taking over the leadership role for this committee so that Ms. Bucsi can further assist Chairman Hankerd with the some of the Michigan Main Street activities.

3. ECONOMIC RESTRUCTURING

Authority Member Demis reported that Authority Member Gilbert had to cancel the last meeting. He did say that block captains were working on getting the census running and working towards getting the data for the Downtown Diva computer program

4. DESIGN

Authority Member Acton reported that this committee is working towards subcommittees of which there are currently seven.

1. Fountain. They are planning a fountain dedication day.
2. Bike Rack. Mid-July should have the first prototype available.
3. Flower Planting. That will be continuously improved. Hanging baskets should be up any day now.
5. Pet Place. There will be a place for the pets to use on the corner away from the fountain.
6. Way Finding. People from Westown are also becoming involved including Tom Cook. We will be making a request for proposals soon. We are also working with the state as we have two state highways.
7. Community service with area youth. This could be a great clearing house for this activity. Authority Member Bucsi commented that they are working with Corbin Wahlstrom with the Honor Society at the high school.

Discussion continued about having non-profit organizations at the Artisan Market.

BOARD COMMENTS:

Authority Member Bucsi suggested some Baker College students could help with the Artisan Market by working the list through the Chamber of Commerce. She also suggested calling Sunburst Gardens or Everlasting.

Mr. Zettel suggested an evening Farmers Market to grab commuters. Maybe extend the hours of the downtown businesses one night a week, and then also extend the days of fresh market produce.

ADJOURNMENT:

**MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER KRAUS TO
ADJOURN THE MEETING AT 8:27 A.M. YEAS ALL. MOTION CARRIED.**

Alaina Kraus, Secretary

m.m.s.

DRAFT