

**MINUTES
OWOSSO DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF March 4, 2009**

Chairman Hankerd called the meeting to order at 7:30 a.m.

Roll Call.

Members Present: Barb Bucsi, Richard Collins, Mayor Bruff, John Hankerd, Michael Rice, Susan Treen.

Members Absent: Linda Moiles, Krista Strong

Others Present: Bill Constine, Brent Morgan, Renita Mikolajczyk, Natalie Burg, Ron Baker.

Review and Approval of Minutes. The minutes of the February 4, 2009 meeting were approved.

Motion Adopted: Bruff/Collins m/s/p

Citizens Comments

None.

Financial Status and Reports for January 2009

Check Date From 07/01/2008 – 01/29/09\$ 8,220.40

Citizen Comments.

None

Items of Business.

A) Invoices to be Paid. The following invoices were approved for payment:

Operations Budget

Audit Costs\$ 1,500.00

Total:.....\$ 1,500.00

Motion adopted: Busci/Bruff m/s/p

B) Main Street Select Level

Director Morgan reviewed and updated the board regarding the Associate Level Main Street Trainings, more specifically the recent Niles Main Street Program in Practice. He stated Natalie Burg is attending the National Main Street Conference in Chicago. Board Members were provided with Main Street in Practice Materials that were provided at the program in Niles, Michigan.

Discussion was held regarding the Michigan Main Street Select Level Program. At the February Owosso DDA Board Meeting the Board of Directors instructed staff to pursue the Michigan Main Street Select Level Program. The following

appropriate steps need to be taken:

March 6, 2009 Letters of Interest Due to MSHDA
May 1, 2009 Applications due to MSHDA

The board reviewed the draft Notice of Intent Letter due to MSHDA.

A motion was passed for the Owosso DDA to apply for the Select Level Main Street Program and authorize the Executive Director to provide and execute any and all documents pertaining to the application including a notice of intent letter to pursue the Main Street Select Level.

Motion Adopted: Bucsi/Treen m/s/p

C) Draft Downtown Newsletter

Director Morgan announced the second edition of the *Owosso Vibe* is ready to print and be mailed to all the Businesses in the Downtown Business District. Chairman Hankerd has requested it be reviewed by the board before going to print. The board reviewed the newsletter and had no changes to make, they complimented Natalie Burg on the design.

Director Morgan reviewed the flyer regarding the Owosso DDA Merchant Seminar Series: *Your Business in the News How a Little PR Can Go Along Way* is scheduled for Monday, March 23 from 8:30 – 10:00 a.m. at City Hall. The intent of this seminar is to teach local merchants how to use the power of the media to draw focus to their businesses and bring new patrons in the door. He encouraged board members to attend and if they have any questions regarding the seminar please contact Natalie Burg.

D) Vibrant Small Cities Initiative Grant:

Project #3 Downtown Streetscape & Greenspace

Director Morgan reviewed the Downtown Streetscape & Greenspace Project with the Board. Ron Baker, the City Engineer answered questions pertaining to the project and reported that the following five companies bid on the project: Perrin, Eastlund, Lennox, Lennon, and Pumford. The high bidder was Pumford at \$565,365.66 and the low bidder was Perrin at \$455,856.00 all bid information is available at City Hall. Moreover, the Owosso City Council awarded the project to Perrin Construction subject to MSHDA approval.

Discussion was held regarding some concerns about the traffic flow and closure of Parking Lot entrances on Ball Street. Meetings have been held with Siminiski Chiropractic. Moreover, Natalie Burg and Ron Baker met with each business owner that are adjacent to the parking lot. Discussion ensued regarding the construction timeline, impact on parking and features of the new streetscape and greenspace area.

Director Morgan announced that a meeting with the business owners has been established for March 12, 2009 at 9:00 a.m. at Olivers Restaurant. Effectuated business owners have been notified.

E) Owosso Community Pride Week

Director Morgan reviewed and updated the board with the following background;

the Owosso City Council initiated and established the Owosso Community Pride Week to take place from May 16 - 24. This week long initiative is aimed at cleaning and beautifying the city through both independent and organizational efforts.

The Community Pride Week Committee appointed by the Owosso City Council are Joni Forster, Terri Brown, Natalie Burg and I. The committee is charged with organizing the event, mobilizing participants, and the rubbish reception.

A letter from the committee and sign up form was provided to the board.

Discussion was held regarding what project the board would like to undertake. Some ideas were downtown clean-up, painting light poles and planting area beautification.

F) Business Owner Survey

Chairman Hankerd requested board members help us reach our goal of 90 - 100% response rate. Discussion was held regarding the survey and the board agreed to help obtain some surveys. Director Morgan will be providing copies of the survey.

G) Train Festival 2009

Director Morgan updated the board on the upcoming *Train Festival 2009* that will be occurring on July 24-26 and put on by the Steam Railroad Institute. He stated City Manager Fivas and he had already met with T.J. Gaffney (SRI Executive Director) and Jason Johnson of Prestige Creative Marketing (hired to run the event) in regards to their needs, activities and the impact the event will have on the City. The meeting was approximately 2 ½ hours. A brochure regarding the event was provided to the Board.

Discussion was held regarding how the downtown merchants could benefit from the event and what role the DDA would play. Director Morgan stated a meeting with business owners, T.J. Gaffney, Jason Johnson and the Chamber would be set for March. Furthermore, T.J. Gaffney will be attending the April 1, 2009 DDA Board meeting to discuss the event.

Adjournment

The meeting was adjourned at 8:47 a.m.

Motion adopted: Hankerd/Bucsi m/s/p

Brent D. Morgan, Secretary