

Minutes
DDA REGULAR MEETING AGENDA
WEDNESDAY, July 1, 2009 --- 7:30 a.m.
PAYMASTER BUILDING, CURWOOD CASTLE PARK
OWOSSO, MICHIGAN

Chairman Hankerd called the meeting to order at 7:35am

Roll call.

Members Present: John Hankerd, Mayor Mike Bruff, Bill Gilbert, Barb Busci, Susan Treen, Mike Rice, Krista Strong (arrived at 7:40am)

Members Absent: Rich Collins, Linda Moiles

Also Present: Jackie Leone, Brent Morgan, Dave Acton, Brian Berry, Lorraine Weckwert, Cheryl Downing, Carla Merrill, Nancy Finegood, Dace Koenigsknecht, Jim Eaton, Jeff Reeves

- 2) **Review and approval of minutes of June 3, 2009 meeting.** The minutes of the June 3, 2009 meeting were not available. Motion to table the approval of minutes until the August 5th meeting. Motion adopted: Busci/Gilbert m/s/p

3) **Citizens Comments and Communications.**

None.

4) **Financial Report for April 2009**

a) Check Date From 05/08/09\$3,918.00

5) **Items of Business.**

a) **Payment of Invoices**

Reimbursement Natalie Burg (Main Street Presentation) . \$19.07
Reimbursement Natalie Burg (Mott Workforce Lunch)\$35.97
Reimbursement Natalie Burg (MS Reception Supplies)....\$6.36
Total:.....\$61.40

Motion to pay invoices adopted: Busci/Gilbert m/s/p

Gilbert appreciated the City for getting the \$6,000 check for Focus Owosso to have flower baskets paid for and intends to keep the Board updated on reimbursements as they come in.

b) **Organization Name Discussion**

Manager Burg gave the following background information on the topic: Given our recent designation as a Main Street Community, several issues of our identity as an organization are timely for discussion. One of these is our name. The title "Owosso Downtown Development Authority" has reflected our identity as a public entity with authority over tax revenues to be spent within the downtown district.

While this is still true, our organization now takes on a new identity. We are now a board whose budget will come not only from tax revenues, but from events, sponsorships and memberships. While still in cooperation with the City of Owosso, we will function in a more autonomous fashion. This will include making decisions and taking action on all issues that fall under the Main Street 4-Point

agenda of organization, design, promotions and economic restructuring. A change our the name should reflect these changes to our organization.

Discussion:

Mayor Bruff stated he preferred the title, Owosso Main Street DDA, as it explains our identity in the most detail.

Treen stated Main Street Owosso would be preferred as using the name and changing our identity was part of the point of our Main Street designation.

Gilbert stated his preference to use the opportunity of the Main Street Designation to make a break with the DDA name to portray to the public a separation between the city and our organization.

Mayor Bruff asked if we did not use the DDA, would we need to add the word "committee" or "commission" to the title.

Chairman Hankerd stated that he liked the idea of using DDA in the title.

A motion was passed to defer the decision of the organization title to the Branding Committee to be named later in the meeting.

Motion adopted: Gilbert/Rick m/s/p

c) Branding

Manager Burg gave the following background on the topic: With our recent designation as a Main Street Community, we have many decisions to make in terms of our identity over the next several months. An identity system, or branding campaign, is an important way of marketing ourselves to the world around us, as well as giving a sense of identity and community to those inside our district.

With all the media attention we've recently received for our Main Street designation, immediately after our designation, would be a perfect opportunity to develop and begin to market a new brand for Downtown Owosso. The city, our neighbors, and regional news outlets now have their eye on us, wondering what we'll do next. Giving them the opportunity to watch us unveil a new brand now will maximize its effect.

Chairman Hankerd stated that Gordon Pennington may be willing to donate time and design skills to the branding effort.

Mayor Bruff stated that Jeff Reeves may be joining the DDA board pending council approval, and he would be a good addition to the committee should he be approved

Chairman Hankerd asked if anyone on the board had an interest in leading the branding committee.

Rice volunteered and was appointed by Chairman Hankerd as Chair of the Branding Committee.

In addition, Chairman Hankerd appointed Jeff Reeves (who arrived during the discussion and accepted the appointment) and Cheryl Downing to the committee, and, pending their acceptance, appointed Brad Butcher and Gordon Pennington as potential members as well. Hankerd directed Rice to organize a meeting in the near future and have a report ready for the August 5th meeting.

d) Discussion of Historic District (Michigan Historic Preservation Office)

Nancy Finegood of the National Historic Preservation Network gave a presentation on the various forms of historic designations, as well as their available tax incentives and protections.

(Strong exited during discussion at 7:57am)

A discussion among DDA board members ensued regarding historic districts and designations. Chairman Hankerd stated the need for a community-wide meeting to start the conversation regarding a historic district in Downtown Owosso. Finegood stated that she would be happy to attend the meeting.

e) Main Street

- a. Discussion of Committees**
- b. Overview of Transition**

Manager Burg led a discussion on the loose organization of interested community and board members into the four Main Street committees. As training will not begin until Fall, it was stated that these groups would meet informally to learn more about their topic of interest and meet the others interested in the same area.

Dace Koenigsknecht, Economic Restructuring Specialist with Michigan Main Street stated that this approach would be recommended by the Michigan Main Street Center.

f) Chesaning DDA Invitation

Manager Burg relayed to the Board that the Chesaning DDA has invited them to attend their July 9th meeting for an informal presentation of our DDA activities.

g) Summer Help Update

Manager Burg updated the board members on the five student employees provided to the DDA by Mott Community College through the Workforce Alliance grant. If any board members have project they'd like help with, they were asked to contact the DDA office.

h) Hints of Hometown Marketplace

Manager Burg stated the need to utilize the city property at 300 S. Washington during Train Festival 2009. The Hints of Hometown Marketplace was discussed as an option.

John Hankerd raised a concern about merchants having enough staffing to manage the tables.

Mayor Bruff suggested that the DDA summer help be used to staff the lot.

Manager Burg agreed and offered to request help from the student employees.

A motion was passed to designate the City-owned lot at 300 S. Washington the Hints of Hometown Marketplace and for Manager Burg to continue finding merchants who wish to utilize the space.

Motion adopted: Bruff/Rice m/s/p

Chairman Hankerd requested an update of the Artisan Market before proceeding to the Train Festival discussion.

Treen gave an update of the June 25th market and information on the upcoming July 3rd market.

Manager Burg relayed that \$1,725 has been received from vendors and sponsors thus far, and that, in addition to the \$500 allocated during the June 3rd meeting, another \$500 be requested for allocation to use on marketing, bringing the total budget to \$1,000.

A motion was passed to not exceed an additional \$500 for marketing expenses for the artisan market.

Motion adopted: Gilbert/Rice m/s/p

i) Train Festival**a. Bathroom Facilities**

The need for restroom facilities downtown during Train Festival 2009 was discussed and a quote from Owosso's Jon's R Us was presented for six portajohns at \$50 each per day with an estimate of \$15 per cleaning, which could occur up to once a day, bringing the total quote to 1,560.

Brent Morgan stated that the City of Owosso already has a contract with Jon's R Us.

A motion passed to purchase portable restroom facilities for Train Festival 2009 at a price not to exceed \$1,560.

Motion Adopted: Gilbert/Bruff m/s/p

b. Walking Map

Manager Burg shared a draft of a Downtown Owosso walking map with the board. The board discussed possible editorial changes for the map and a quote from INdependent Quality Printing for several different printing possibilities. As of the meeting date, quotes were still being awaited from American Speedy Print and We Print Everything.

Mayor Bruff suggested that an amount over and above the highest quote of \$745 be allocated to cover more pieces than the 2,000 walking maps the quote allowed for.

A motion was passed to not exceed \$1,200 on printing costs for the Downtown Owosso Walking Map.

Motion adopted: Bruff/Rice m/s/p

c. Hospitality Tent/MS Plaza Supplies

Manager Burg updated the board on the Hospitality Tent the DDA is to share with the CVB during Train Festival. Volunteers will be recruited to man the tent and merchants will be asked to provide marketing literature to distribute.

6) Adjournment

The meeting was adjourned at 9:20am

Motion adopted: Gilbert/Rice m/s/p

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