

Owosso Main Street Regular Meeting Agenda
Wednesday, November 4, 2009 --- 7:30 a.m.
Owosso City Council Chambers – 301 W Main
OWOSSO, MICHIGAN

Chairman Hankerd called the meeting to order at 7:37am

Roll Call.

Members Present: John Hankerd, Mayor Mike Bruff, Barb Bucsi, Susan Treen, Bill Gilbert, Alaina Kraus, Jeff Reeves (arrived at 7:40am)

Members Absent: Barb Spagnuolo, Mike Rice

Also Present: Jackie Leone

2) **Review and approval of minutes of October 7, 2009 meeting.** A motion was made to accept the minutes of September 2, 2009. Motion passed. Bucsi/Bruff m/s/p

3) **Citizens Comments and Communications**

- a. **Trick of Treat Feedback** – Manager Burg gave description of negative feedback heard regarding the “lack of trick or treating” downtown. She shared the Main Street Office’s emailed response regarding Harvest Walk and inviting merchants to become involved in next year’s Halloween activities if they’d like to see changes made.

4) **Financial Report for October 2009**

5) **Items of Business.**

a. **Payment of Invoices**

- i. **Reimbursement to Natalie Burg – Tim Horton’s for Baseline Assessment**\$13.58
- ii. **The Bake Shop – Committee Trainings**..... \$89.60
- iii. **Reimbursement to Natalie Burg – Staples Supplies for Committee Trainings**\$66.12

A motion was made to pay the above invoices. Motion passed. Gilbert/Bucsi m/s/p

Chairman Hankerd called a brief break at 7:45am to review the branding update.

Meeting was called back to order at 7:47am

b. **Branding Update**

Manager Burg shared the following update: As many of you know, we have been going through a great deal of training with the Michigan Main Street Center over the last several weeks. As a part of this training we have received feedback on our “branding process” that has been a bit confusing to say the least! Our recommendations from the state and national Main Street staffs have included holding off on our comprehensive “branding effort” until after a community-wide visioning process has been completed by our Organization Committee.

This does not necessarily mean holding off on our logo creation. We have learned a great deal about logos and branding in our training, and now know the difference between an organizational logo and a promotional logo. As it has been explained to us, there is no need to restrain ourselves from developing an organizational logo for Owosso Main Street. This logo may then be complimented down the road with a promotional logo that we will use to market the downtown as a district.

This does change our focus a bit, however. Owosso Main Street staff has met with Katie Donovan to discuss this change in direction. While this new

information does slightly alter the ultimate message we are intending to deliver with our logo, it also clarifies and may even simplify our development process. A meeting of the Branding Committee, including a representative from the Organization Committee, has been set to further discuss our branding plans at 1:30pm on Friday, November 6th.

c. Committee Updates

i. Organization

Chair Barb Bucsi gave an update from the Organization Committee. (see minutes of 10.27.09 meeting)

ii. Promotions

Chair Mike Bruff gave an update from the Promotion Committee. see minutes of 10.27.09 meeting)

1. Shiawassee County Map

Manager Burg shared the following information: Each year, many local businesses and organizations place advertisements in the Shiawassee County Map produced by NovoPrint USA. In 2008, 12,000 maps were distributed during events and at visitor information points by the Shiawassee Regional Chamber of Commerce and Shiawassee County Convention & Visitor's Bureau. During their October 27th meeting, the Promotions Committee considered the benefits of advertising in this publication and reviewed the available rates.

A motion was that a design be submitted by staff to the NovoPrint USA for the purchase of a Standard Ad (3.625"w x 2"h) with full color not to exceed \$500 from account #296.200.802.000, subject to Manager Burg verifying with the Shiawassee Regional Chamber of Commerce that this was the map they intended to distribute in the upcoming year.

iii. ER

Chair Bill Gilbert shared an update from the ER Committee. (see minutes of 10.27.09 meeting)

iv. Design

Manager Burg gave an update from the Design Committee (see minutes of 10.27.09 meeting)

d. Harvest Walk Wrap Up

Manager Burg gave the following update: The new Halloween activity, Harvest Walk was unfortunately partially cancelled due to weather. Outdoor activities, including sales of cider and cider mill donuts, a DJ, pumpkin contests and candy distribution did not take place. Many vendors still came to the event and set up inside businesses, and Harvest Walk sales continued throughout downtown with 17 participants.

Fortunately, expenses were minimal as some purchases had yet to be finalized when the event was cancelled. A total of \$456 was spent on this event. The majority of this (\$256) was allocated to the decorations of cornstalks, hay & pumpkins, which were enjoyed by all throughout the month. Harvest Walk Chair Barb Spagnuolo put many hours of appreciated work into making downtown look lovely for Fall.

e. Budget Reporting Update

Manager Burg gave the following update:

The Owosso Main Street Board has requested more comprehensive budget reporting. In order to accomplish this, staff has been meeting with city finance director Rick Williams to learn how to best report our revenues and expenditures. In the future the Main Street Office will have the city's new BS&A accounting software installed and this reporting will be much more streamlined. Until this point, the following has been included in today's packet:

Monthly BS&A Report of Expenditures
Detailed Spreadsheet of Ongoing Expenditures & Revenues Prepared by Main Street Staff
Budget Summary Below:

The total of our TIF and 2mil revenues for 2009-2010 total \$340,650. Of this, \$86,975 appears as operating expenses in our budget. The remainder is allocated to capital outlays and loan payments. More detailed reporting of this remaining portion of our budget is forthcoming.

Board Member Reeves stated that he would like to see a report that further breaks down the DDA's contribution to the capital projects shown on the third page of the statements given.

Board Member Gilbert said that two to four years ago there was lots of optimism that the budget would be growing. He stated that there were three sources of funding that needed to be considered: the TIF, the 2mil levy and the bond money.

Manager Burg stated that the fourth source of funding that will soon be generated under the Main Street model is private funding and the board should have the intention of relying more heavily on private investments in the future.

Gilbert said that the reporting included in this month's packet was a good start in beginning to understand the budget more fully.

i. Checking Account Change from 5/3 to Chemical Bank

Manager Burg shared the following update:

The Owosso Downtown Development Authority checking account is currently held with 5/3 Bank. Due to recent and ongoing issues involving service charges and customer service, and on the recommendation of city finance director Rick Williams, we are requesting our services be transferred to Chemical Bank.

A motion was made to change the DDA checking account from 5/3 Bank to Chemical Bank. Motion passed. Gilbert/Reeves. Bucsi abstained.
m/s/p

f. Winter Holiday Event Committee Update

Glow Owosso event chair Sue Treen described the following outline of the holiday event:

Window Decorating Contest – Downtown Owosso Windows Aglow
Decorate any way you'd like
Registration forms available
Register by Nov. 23
Be decorated & ready for judging by Nov. 27th
Winners Receive:
Certificates
Plaques – given at MS Board Meeting & Council Meeting

Categories

- Best Theme
- Best use of lights
- Best Business Tie-in (Theme of one's own business)
- Best Silver Stars Display
- Judge's choice – Winner receives rotating trophy

Late night shopping – Glow Shopping

Options:

- One really late night (Which night? How late?)
- One (or two) late nights per week (Which nights? How late?)
- Later hours throughout the season (start and end dates)
- Sign-up to be included in marketing materials

Parade – Owosso Glow Parade

- Applications available
- November 27th
- Line-up at 5:00
- Judging 6:05
- Begins 6:30
- Winners announced in Main Street Plaza during Glow Owosso
- Kick-off

Glow Owosso Kick-off and light display

- After parade, appx 7:30
- Tree lighting, Glow Parade Winners, Windows Aglow Winners and...
- Dancing Light Display Kick-off
- Every night throughout the season
- Plan for growth

Silver Stars Trees Aglow

- Fundraiser for Silver Stars – Sponsor a tree for \$30
- Most likely synthetic trees lining Washington (and Main if we have enough) decorated in Silver to promote Silver Stars' cancer awareness campaign

Silver Stars Awareness

- Main Street is supporting the Silver Stars efforts to promote awareness of the importance of cancer screenings
- Stores can support this by
 - Decorating in silver
 - Selling Silver Stars squares
 - Having Silver Stars info brochures available to customers

Chairman Hankerd reminded the Board of the merchant information meeting that night at 6:30 held at the OCP Annex.

Gilbert mentioned the buy-down ad used for Harvest Walk and suggested this might be a good idea for Glow Owosso as well.

g. Main Street Organization Efforts - Discussion/Appointment of Officers

Chairman Hankerd gave the following background information: Under the requirements of the Michigan Main Street Center, the Owosso Main Street Board must elect a Vice-Chair, Secretary and Treasurer from among the board members. This Executive Committee must be made up of Board Members not already holding a position, including Chairman

and Committee Chair. The members of the board and any position they may currently hold are as follows:

Jeff Reeves –
Bill Gilbert – ER Committee Chair
Mike Rice – Design Committee Chair
John Hankerd – Board Chairman
Barb Spagnuolo –
Barb Bucsi – Organization Committee Chair
Alaina Kraus –
Sue Treen –
Mike Bruff – Promotions Committee Chair

Chairman Hankerd asked for volunteers for the positions of vice chair, secretary and treasurer.

Gilbert stated that as there weren't any job duties assigned to the position of vice chair, he would continue to serve in that position as long as it did not interfere with his position of ER Chair. Burg said that until the new bylaws were completed by the Organization Committee we wouldn't have a clear idea of the vice chair's responsibilities. She continued that if the position became more intensive, his occupancy of the position could be re-discussed. There were no objections.

Reeves asked if the position of Treasurer would come with training. Burg stated that the treasurer would be provided with training opportunities, including spending a good deal of time with the manager going over financial statements and meeting with Finance Director Rick Williams. Reeves volunteered himself for this position.

Kraus volunteered herself to serve as the secretary.

Chairman Hankerd stated that we would consider Bill Gilbert as the vice chairman, Jeff Reeves as the treasurer, and Alaina Kraus as the secretary of the Owosso Main Street Board.

He added that given the results of the election the night before, Mayor Bruff would no longer be on the Board, and would therefore no longer be able to serve as the Promotions Chair. He asked for volunteers to fill this position. He asked if it might make sense for Gilbert to switch committees because of his experience with promotions.

Gilbert stated that he was enjoying ER and appreciated the invitation but would like to continue serving on a committee that was a change of pace for him.

Burg asked Treen if she would be willing to serve as Promotions Chair temporarily through the upcoming trainings. Treen agreed.

h. Historic District Discussion

Manager Burg gave the following background: On Wednesday, October 28, Nan Taylor of the Michigan Historic Preservation Network and Brian Lijewski of the State Historic Preservation Office presented to more than 40 Owosso residents, business owners, property owners and interested parties. They explained the benefits and details of Federal Historic Districts, Local Historic Districts and the tax incentives involved in both.

Chairman Hankerd stated that in his perspective it would be best for the downtown properties to pursue the local historic district. He believes it would bring the most benefit to the downtown in the most efficient way.

Mayor Bruff added that the sooner the Main Street Board recommended this to the council the better, and that the benefits of the local district were clear. He said that he believed that people would respond favorably to the idea of having a local board with jurisdiction over the properties, rather than people from out of town. Bruff added that more education was needed, but the pros seemed to outweigh the cons. More educational opportunities would be necessary, he said, because public buy-in was essential.

Treen stated that she attended the meeting and agreed with the decision to go with the local historic district.

A motion was made to recommend to the Owosso City Council that a Local Historic District Study committee be appointed. Motion passed. Treen/Bruff
m/s/p

i. Main Street Training Schedule

Manager Burg brought the attention of the board to the following training schedule:

Work Plan Training in Chemical Bank Board Room:

Monday, November 9th – 8:00am-11:30am: Organization Committee

Monday, November 9th – 1:00pm-4:30pm: ER Committee

Tuesday, November 10th - 8:00am-11:30am: Promotions Committee

Tuesday, November 10th – 1:00pm-4:30pm: Design Committee

Main Street Quarterly Training in Manistee

December 8-9th: Tuesday for Managers Only

Wednesday for Managers and Volunteers

Associate Level Training

Organization/Promotion Committee Training

Old Town – 11/13/09 – Perspective2

Clare – 11/19/09 – Doherty Hotel

Economic Restructuring/Design Committee Training

Grand Haven – 1/15/10 – Grand Haven Community Center

Portland – 1/21/10 – City Hall

Main Street in Practice

Howell – 2/11/10 – Cleary's Pub

Boyne City – 2/25/10 – Public Library

Burg asked for volunteers to attend the Manistee training, emphasizing that this was a promotions event. Treen said she would check her schedule and try to attend.

A motion was made to not exceed \$500 in expenses related to sending Burg and any volunteers to Manistee in December. Motion passed. Bucsi/Gilbert m/s/p

Burg added that the associate trainings would be very important for new board members and committee members.

A motion was made to adjourn at 9:50am. Motion passed. Gilbert/Bucsi m/s/p

Submitted by Natalie Burg, Secretary