

Owosso Main Street Regular Meeting Minutes
Wednesday, December 2, 2009 --- 7:30 a.m.
Owosso City Council Chambers – 301 W Main
OWOSSO, MICHIGAN

Chairman Hankerd called the meeting to order at 7:34am

Roll Call.

Members Present: John Hankerd, Mayor Ben Frederick, Barb Bucsi, Susan Treen (arrived at 7:40), Bill Gilbert, Alaina Kraus, Jeff Reeves, Barb Spagnuolo, Mike Rice
Also Present: Jackie Leone

2) Review and approval of minutes of November 4, 2009 meeting. A motion was made to accept the minutes of November 4, 2009. Motion passed. Bucsi/Reeves m/s/p

3) Citizens Comments and Communications

4) Financial Report for October 2009

5) Items of Business.

a. Presentation of Glow Parade & Windows Aglow Awards

A larger participation for parade than expected and good turn-out of viewers for parade. Window decorating contest went very well. Susan Treen related that the people who did the downtown candy canes enjoyed the parade very much and decided to donate the supplies they used instead of being paid for them.

Parade Awards

Best Theme: Jeff Reeves
Most Unique: Ludington electric
Best Use of Lighting/Effects: Sobaks Medical
Best Commercial Entry: Memorial Healthcare
Best Non-Commercial Entry: CCBC Childcare Bell Choir
Best Overall: Mid-Michigan Tractor Association

Window Display Awards

Carl Ludington recognized for sponsorship of event
Best Theme: The Bake Shop
Best Business Theme: Sobaks Medical
Silver Stars Theme: Sunnyside Florist
Best Use of Lights: The Nail Boutique (absent)
Judge's Choice: The Classy Closet

Parade Best Overall and Window Decorating Judge's Choice both received 'leg' lamps which will be a traveling trophy each year.

b. Washington Street Streetscape Resolution for MDOT

Ron Baker presented MDOT request for local board to back the Washington Street Streetscape project. This is a formalization of a previous agreement with local money already present in the original bond money with the rest to be covered by ViSci Grant.

A motion was made to support as presented. Frederick/Busci m/s/p

c. Payment of Invoices

- i. Reimbursement to Michigan Historic Preservation Speaker – travel costs\$143.00**

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

d. Michigan Historic District Progress

The Study Committee process for a Michigan Historic District has begun. A two-week opening to apply for participating in the committee was closed Nov 30, 2009. Committee will be finalized by late December and have up to one year to complete process though it is hoped it will be completed sooner. The number of applicants is not currently known.

e. Logo Update

The Logo Team met with Katie Donovan on November 6 to discuss the new direction for the Owosso Main Street logo with new Logo Team member and Organization Chair Barb Bucsi. We discussed at length the nuances between a promotional logo and an organizational logo, the latter of which we are pursuing at this time.

Katie then developed the attached creative brief describing in a narrative the concept of our logo. She gave this brief to three graphic designers who designed eight sample logos. These eight logos are being reviewed by the Logo Team now and will be meeting with Katie in the next week to discuss edits for a second round of logo samples.

f. Committee Updates**i. Organization**

Chair Barb Bucsi gave an update from the Organization Committee. (see minutes of 11.12.09 meeting). She also presented the work plan 'Creating Volunteer Job Descriptions'. A motion was made to accept the work plan as presented. Gilbert/Rice m/s/p

ii. Promotions

Chair Sue Treen gave an update from the Promotion Committee. see minutes of 11.17.09 meeting)

1. Glow Owosso Update

The event went well overall. There were a few problems in communications on who was or needed to be where when. Largest needs were more volunteers and a better speaker system. Only complaint was in relation to the elves, the the Mainstreet project.

To complete the payments on remaining invoices for Glow Owosso expenses, it was recommended that the Owosso Main Street Board move to not exceed an additional \$4,000 toward Glow Owosso to be charged to account #248.200.880.000 for a total allocation of \$8,500 on this event. A motion was made to support this recommendation not exceeding the \$4,000 amount. Busci/Rice m/s/p

iii. ER

Chair Bill Gilbert shared an update from the ER Committee. (see minutes of 11.17.09 meeting). He also presented the work plan 'Creating an Active Business Inventory' including a \$120 budget expense. A motion was made to accept work plan as presented. Reeves/Busci m/s/p

iv. Design

Chair Mike Rice gave an update from the Design Committee (see minutes of 11.17.09 meeting). He also presented the work plan 'Banners' including an estimated budget expense of \$4,000. A motion was made to accept the work plan as presented. Reeves/Busci m/s/p

Main Street in Practice

Howell – 2/11/10 – Cleary's Pub

Boyne City – 2/25/10 – Public Library

Property owners have access to 3 free renderings through the Mainstreet program but must attend the ER/Design training before they can request them.

**A motion was made to adjourn at 9:35am. Motion passed. Hanked/Gilbert
m/s/p**

Submitted by Alaina Kraus, Secretary