

# **AGENDA**

OWOSSO MAIN STREET &  
DOWNTOWN DEVELOPMENT AUTHORITY



## **REGULAR BOARD MEETING**

Wednesday, December 22, 2020 9:00 a.m.

Owosso City Council Room 100 Main Street, Owosso, MI

Owosso Main Street's mission is to foster a vibrant and thriving downtown that is the heart of our community by promoting historic preservation and drawing in new businesses and visitors to our city.

### **Call to order and roll call:**

**Review and Approval of Agenda:** December 22, 2020

**Review and Approval of Minutes:** November 22, 2020

### **Public Comments:**

### **Reports:**

- Economic Development Report
- Revenue and Expenditure Report
- Finance Report
- Fiscal Year 2020-21 Draft Audit

### **Items of Business:**

- 1) 2020 MS & DD Meeting Schedule
- 2) 2020 Sponsor Guide
  - Master Calendar Implementation Case 202001
- 3) 2020 Mission of Main Street Technical Assistance Service
  - Master Calendar Implementation Case 20202201
- 4) 2020-2021 Strategic Plan
  - Master Calendar Implementation Case 20202201

### **Committee Updates:**

- Recreation (Board of Directors)
- Promotion (Dads)
- Design (Main Street Order of the Day)
- Community Vitality (Merchandise & Tees)

### **Director Updates:**

### **Board Comments:**

### **Adjournment:**

The City Commission will provide necessary reasonable auxiliary aids and services, as signers for the hearing impaired and additional materials be considered at the meeting if individuals' disabilities at the meeting hearing room 2 hours' notice to the City Commission individuals' disabilities require auxiliary aids and services should contact the City Commission by calling or faxing any individual's accessibility number 1 800 Main Street, Suite 101 (202) 224-2222 or on the Internet. The City Commission's website address is [www.ci.missoula.mt.us](http://www.ci.missoula.mt.us)

**REGULAR MEETING MINUTES OF THE  
OWOSSO MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY  
CITY OF OWOSSO**

**November 6, 2024, AT 7:30 A.M.**

**CALL TO ORDER:** The meeting was called to order by Vice-Chair Lance Omer at 7:30 A.M.

**ROLL CALL:** Taken by Lizzie Fredrick

**PRESENT:** Vice-Chair Lance Omer and Commissioners Daylen Howard, Jill Davis, Dakota Woodworth, Allié McGuire, and Mayor Robert J. Teich Jr. Josh Ardelean arrived at 7:33 A.M. and left at 7:56 A.M.

**ABSENT:** Chair Bill Gilbert and Commissioner Emily Olson

**STAFF PRESENT:** Lizzie Fredrick, OMS & DDA Director

**AGENDA:**

**MOVED BY DAVIS SUPPORTED BY HOWARD TO APPROVE THE NOVEMBER 6, 2024, OWOSSO MAIN STREET AND DOWNTOWN DEVELOPMENT AUTHORITY AGENDA AS PRESENTED WITH THE ADDITION OF GLOW OWOSSO FIREWORKS AS AN ITEM OF BUSINESS.**

**AYES: ALL  
MOTION CARRIED**

**MINUTES:**

**MOVED BY HOWARD, SUPPORTED BY TEICH TO APPROVE THE OCTOBER 2, 2024, OWOSSO MAIN STREET AND DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING MINUTES.**

**AYE: ALL  
MOTION CARRIED**

**PUBLIC COMMENTS:** None

**REPORTS:** Fredrick presented the financial reports and highlighted the increase in unique drivers utilizing the Electric Vehicle Charging Stations and that revenue from the charging stations reached approximately \$800 for the month of October.

**ITEMS OF BUSINESS:**

1. **Downtown Social District and Commons Area Expansion:** Fredrick presented the Downtown Social District Map with an expanded boundary and commons area.

Fredrick noted that the expanded boundary includes the public parking lot next to The Armory, the Shook Riverside Development, located at 312 W. Main Street, and the sidewalk between The Sideline Sports Bar's main entrance and Washington Street.

**MOVED BY HOWARD, SUPPORTED BY MCGUIRE TO APPROVE THE EXPANSION OF THE DOWNTOWN SOCIAL DISTRICT BOUNDARY AND DOWNTOWN COMMONS AREA IDENTIFIED ON THE ATTACHED DOWNTOWN OWOSSO SOCIAL DISTRICT MAP AND RECOMMEND THE OWOSSO CITY COUNCIL APPROVE THE EXPANSION.**

**AYE: ALL  
MOTION CARRIED**

2. **Revolving Loan & Grant Program Revisions:** Omer presented the revised Revolving Loan & Grant Program for the 2024 – 2025 Fiscal Year.

Howard highlighted changes such as an increase in the total borrowing amount to \$200,000 and the security of future loans.

Omer noted the partnership presented in the Memorandum of Understanding with the Lapeer Development Corporation will help the administrative process for the program's loans.

**MOVED BY HOWARD, SUPPORTED BY ARDELEAN TO APPROVE THE REVOLVING LOAN & GRANT PROGRAM REVISIONS AND RECOMMEND THE OWOSSO CITY COUNCIL APPROVE THE REVOLVING LOAN & GRANT PROGRAM REVISIONS AND MEMORANDUM OF UNDERSTANDING WITH THE LAPEER DEVELOPMENT CORPORATION.**

**AYE: ALL**

**MOTION CARRIED**

3. **Glow Owosso Fireworks:** Fredrick shared that the Glow Owosso Event Committee has offered to add a fireworks display to their event since the NYE Block Party will not be taking place this year.

**MOVED BY MCGUIRE, SUPPORTED BY WOODWORTH TO APPROVE A CONTRACT WITH WOLVERINE FIREWORKS DISPLAY, INC. IN THE AMOUNT OF \$3,000 FOR THE NOVEMBER 29, 2024, GLOW OWOSSO EVENT.**

**AYE: ALL**

**MOTION CARRIED**

#### **COMMITTEE UPDATES:**

1. **Organization:** Woodworth provided a recap of the Volunteer Appreciation Event. Fredrick noted that about 35 volunteers attended.
2. **Promotion:** Davis reviewed the October Minutes from the Promotion Committee Meeting.
3. **Design:** McGuire presented the October Minutes from the Design Committee Meeting. Fredrick shared that the location for the Lebowsky Sculpture Project is slated to be on Main Street between the Lebowsky Center and Huntington Bank pending approval from the Michigan Department of Transportation.
4. **Economic Vitality:** Howard noted that there were two Economic Vitality Committee Meetings in October to finalize and approve revisions to the Revolving Loan & Grant Program.

**DIRECTOR UPDATES:** Fredrick thanked the Board for their time and participation in the Strategic Planning Workshop and confirmed that she expects the report to be ready for presentation after the new year.

**BOARD COMMENTS:** Howard asked what the plan is for snow removal of the pocket park.

Fredrick said she will monitor the park and have the snow removed when necessary.

#### **ADJOURNMENT:**

**MOVED BY HOWARD, SUPPORTED BY WOODWORTH TO ADJOURN AT 8:08 A.M.**

**AYES: ALL**

**MOTION CARRIED**

**NEXT MEETING DECEMBER 4, 2024.**



11/25/2024 02:55 PM  
User: ELFredrick  
DB: Owosso

CHECK DISBURSEMENT REPORT FOR CITY OF OWOSSO  
CHECK DATE FROM 11/01/2024 - 11/25/2024

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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
11/08/2024	1	11144 (A)	AMAZON CAPITAL SERVICES	DDA ORDER 11283074490919424	818.000	706	350.04
11/08/2024	1	11151 (A)	CONSUMERS ENERGY	ELECTRICITY-EV STATION	920.100	200	347.13
11/08/2024	1	11160 (A)	GILBERT'S DO IT BEST HARDWARE &	OCTOBER 2024	930.000	200	22.99
				OCTOBER 2024	930.000	200	10.74
				CHECK 1 11160 (A) TOTAL FOR FUND 248:			33.73
11/08/2024	1	11161 (A)	GOULD LAW PC	DDA	818.000	200	175.00
11/08/2024	1	11163 (A)	H2O COMPLIANCE SERVICES INC	DDA-PARKING LOT 109 N. WATER-FOUNTAIN	930.000	200	110.00
				DDA -S. WASHINGTON - FLOWERS/PLAZA	930.000	200	110.00
				CHECK 1 11163 (A) TOTAL FOR FUND 248:			220.00
11/08/2024	1	137805	HOME DEPOT CREDIT SERVICES	OCTOBER REGULAR PURCHASES	930.000	200	22.28
				OCTOBER REGULAR PURCHASES	930.000	200	41.92
				CHECK 1 137805 TOTAL FOR FUND 248:			64.20
11/08/2024	1	137821	SPARTAN STORES LLC	WORK PLAN EXPENDITURE	818.000	704	155.73
11/22/2024	1	11195 (A)	AMAZON CAPITAL SERVICES	DDA ORDER 11249227778662603	930.000	200	44.99
11/22/2024	1	11242 (A)	VERIZON WIRELESS	DDA	920.300	200	0.00
				DDA	920.300	200	43.34
				CHECK 1 11242 (A) TOTAL FOR FUND 248:			43.34
11/22/2024	1	11245 (E)	MAILCHIMP	OPERATING SUPPLIES - DDA	728.000	200	17.00
11/22/2024	1	137832	BLU ASHE LLC	SOCIAL MEDIA AD REIMBURSEMENT	818.000	707	75.00
11/22/2024	1	137861	SMITH LAWNSCAPES LLC	MONTHLY WEEDING SERVICES JUNE - OCTOBER	818.000	200	600.00
11/22/2024	1	137865	WIN'S ELECTRICAL SUPPLY OF OWOSSO	OCTOBER	930.000	200	412.56
				Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY			2,538.72

PERIOD ENDING 12/31/2024

\*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2024-25	YTD BALANCE	ACTIVITY FOR		AVAILABLE	% BDGT USED
		AMENDED BUDGET	12/31/2024	MONTH	12/31/2024	BALANCE	
			NORMAL (ABNORMAL)	INCREASE	(DECREASE)	NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept 000 - REVENUE							
248-000-402.000	GENERAL PROPERTY TAX	38,963.00	28,046.64		0.00	10,916.36	71.98
248-000-402.100	TIF	234,378.00	0.00		0.00	234,378.00	0.00
248-000-540.000	STATE SOURCES	0.00	0.00		0.00	0.00	0.00
248-000-540.000-MATCHMAIN2	STATE SOURCES	0.00	0.00		0.00	0.00	0.00
248-000-540.000-MATCHMAIN3	STATE SOURCES	0.00	0.00		0.00	0.00	0.00
248-000-573.000	LOCAL COMMUNITY STABILIZATION SHARE	21,478.00	26,454.48		0.00	(4,976.48)	123.17
248-000-605.200	CHARGE FOR SERVICES RENDERED	0.00	0.00		0.00	0.00	0.00
248-000-665.000	INTEREST INCOME	5,000.00	2,470.31		0.00	2,529.69	49.41
248-000-670.000	LOAN PRINCIPAL	0.00	0.00		0.00	0.00	0.00
248-000-670.100	LOAN INTEREST	1,577.00	667.54		0.00	909.46	42.33
248-000-674.200	DONATIONS	0.00	0.00		0.00	0.00	0.00
248-000-674.300	INCOME-ECNMC RESTRUCTING	0.00	0.00		0.00	0.00	0.00
248-000-674.400	INCOME-PROMOTION	15,000.00	3,543.00		0.00	11,457.00	23.62
248-000-674.500	INCOME-ORGANIZATION	0.00	0.00		0.00	0.00	0.00
248-000-674.600	INCOME-DESIGN	0.00	610.00		0.00	(610.00)	100.00
248-000-674.700	EV STATION REVENUE	2,400.00	2,581.21		0.00	(181.21)	107.55
248-000-675.000	MISCELLANEOUS	0.00	0.00		0.00	0.00	0.00
248-000-699.101	TRANSFERS FROM GENERAL FUND	35,133.00	7,540.11		0.00	27,592.89	21.46
248-000-699.287	ARPA TRANSFER IN	0.00	0.00		0.00	0.00	0.00
Total Dept 000 - REVENUE		353,929.00	71,913.29		0.00	282,015.71	20.32
TOTAL REVENUES		353,929.00	71,913.29		0.00	282,015.71	20.32
Expenditures							
Dept 200 - GEN SERVICES							
248-200-728.000	OPERATING SUPPLIES	500.00	1,950.73		0.00	(1,450.73)	390.15
248-200-801.000	PROFESSIONAL SERVICES: ADMINISTRATIVE	0.00	0.00		0.00	0.00	0.00
248-200-810.000	INSURANCE & BONDS	2,994.00	0.00		0.00	2,994.00	0.00
248-200-818.000	CONTRACTUAL SERVICES	30,000.00	8,495.00		0.00	21,505.00	28.32
248-200-818.500	AUDIT	1,221.00	0.00		0.00	1,221.00	0.00
248-200-920.000	UTILITIES	2,955.00	611.25		0.00	2,343.75	20.69
248-200-920.100	ELECTRICITY-EV STATION	2,400.00	1,402.53		0.00	997.47	58.44
248-200-920.300	TELEPHONE	520.00	173.31		0.00	346.69	33.33
248-200-930.000	BUILDING MAINTENANCE - DPW	20,000.00	5,726.88		0.00	14,273.12	28.63
248-200-940.000	EQUIPMENT RENTAL - DPW	8,000.00	2,871.88		0.00	5,128.12	35.90
248-200-955.000	MEMBERSHIPS & DUES	800.00	0.00		0.00	800.00	0.00
248-200-956.000	EDUCATION & TRAINING	3,000.00	427.87		0.00	2,572.13	14.26
248-200-969.000	DEVELOPER REIMBURSEMENT	33,690.00	0.00		0.00	33,690.00	0.00
248-200-995.101	TRANSFER TO GENERAL FUND	134,024.00	1,242.36		0.00	132,781.64	0.93
Total Dept 200 - GEN SERVICES		240,104.00	22,901.81		0.00	217,202.19	9.54
Dept 261 - GENERAL ADMIN							
248-261-702.100	SALARIES	66,608.00	24,296.53		0.00	42,311.47	36.48
248-261-702.200	WAGES	250.00	19.00		0.00	231.00	7.60
248-261-702.300	OVERTIME	1,000.00	0.00		0.00	1,000.00	0.00
248-261-702.800	ACCRUED SICK LEAVE	0.00	0.00		0.00	0.00	0.00
248-261-703.000	OTHER COMPENSATION	0.00	0.00		0.00	0.00	0.00
248-261-715.000	SOCIAL SECURITY (FICA)	5,191.00	1,857.26		0.00	3,333.74	35.78

PERIOD ENDING 12/31/2024

\*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2024-25	YTD BALANCE	ACTIVITY FOR		AVAILABLE	% BDGT USED
		AMENDED BUDGET	12/31/2024	MONTH 12/31/2024	INCREASE (DECREASE)	BALANCE	
			NORMAL (ABNORMAL)	NORMAL	(ABNORMAL)		
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
248-261-716.100	HEALTH INSURANCE	7,703.00	3,218.70		0.00	4,484.30	41.79
248-261-716.200	DENTAL INSURANCE	576.00	146.73		0.00	429.27	25.47
248-261-716.300	OPTICAL INSURANCE	62.00	19.86		0.00	42.14	32.03
248-261-716.400	LIFE INSURANCE	526.00	216.15		0.00	309.85	41.09
248-261-716.500	DISABILITY INSURANCE	837.00	343.43		0.00	493.57	41.03
248-261-717.000	UNEMPLOYMENT INSURANCE	25.00	0.00		0.00	25.00	0.00
248-261-718.200	DEFINED CONTRIBUTION	5,995.00	2,186.72		0.00	3,808.28	36.48
248-261-719.000	WORKERS' COMPENSATION	406.00	160.36		0.00	245.64	39.50
Total Dept 261 - GENERAL ADMIN		89,179.00	32,464.74		0.00	56,714.26	36.40
Dept 704 - ORGANIZATION							
248-704-728.000	SUPPLIES	250.00	28.00		0.00	222.00	11.20
248-704-818.000	WORK PLAN EXPENDITURE	500.00	834.47		0.00	(334.47)	166.89
Total Dept 704 - ORGANIZATION		750.00	862.47		0.00	(112.47)	115.00
Dept 705 - PROMOTION							
248-705-802.000	ADVERTISEMENT	400.00	0.00		0.00	400.00	0.00
248-705-818.000	WORK PLAN EXPENDITURES	5,000.00	250.67		0.00	4,749.33	5.01
248-705-818.730	ART WALK	0.00	0.00		0.00	0.00	0.00
248-705-818.750	GLOW	6,500.00	0.00		0.00	6,500.00	0.00
248-705-818.760	RETAIL EVENTS	150.00	0.00		0.00	150.00	0.00
248-705-818.770	MOTORCYCLE DAYS	2,500.00	1,389.50		0.00	1,110.50	55.58
248-705-818.780	CHOCOLATE WALK	500.00	0.00		0.00	500.00	0.00
248-705-818.790	NYE BLOCK PARTY	0.00	0.00		0.00	0.00	0.00
Total Dept 705 - PROMOTION		15,050.00	1,640.17		0.00	13,409.83	10.90
Dept 706 - DESIGN							
248-706-818.000	WORK PLAN EXPENDITURES	7,000.00	1,420.87		0.00	5,579.13	20.30
248-706-818.700	CONTRACTUAL SERVICES-FLOWERS	0.00	0.00		0.00	0.00	0.00
Total Dept 706 - DESIGN		7,000.00	1,420.87		0.00	5,579.13	20.30
Dept 707 - ECONOMIC VITALITY							
248-707-818.000	WORK PLAN EXPENDITURES	1,500.00	300.00		0.00	1,200.00	20.00
248-707-818.000-MATCHMAIN2	CONTRACTUAL SERVICES	0.00	0.00		0.00	0.00	0.00
248-707-818.000-MATCHMAIN3	CONTRACTUAL SERVICES	0.00	0.00		0.00	0.00	0.00
248-707-818.000-MTCHONMAIN	CONTRACTUAL SERVICES	0.00	0.00		0.00	0.00	0.00
248-707-818.000-VIBRANCY22	CONTRACTUAL SERVICES	0.00	0.00		0.00	0.00	0.00
Total Dept 707 - ECONOMIC VITALITY		1,500.00	300.00		0.00	1,200.00	20.00
Dept 901 - CAPITAL OUTLAY							
248-901-965.585	CAPITAL CONTRIBUTION-DDA	0.00	0.00		0.00	0.00	0.00
248-901-965.585-DDASTRLITE	CAPITAL CONTRIBUTION-DDA	0.00	0.00		0.00	0.00	0.00

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REVENUE AND EXPENDITURE REPORT FOR CITY OF OWOSSO

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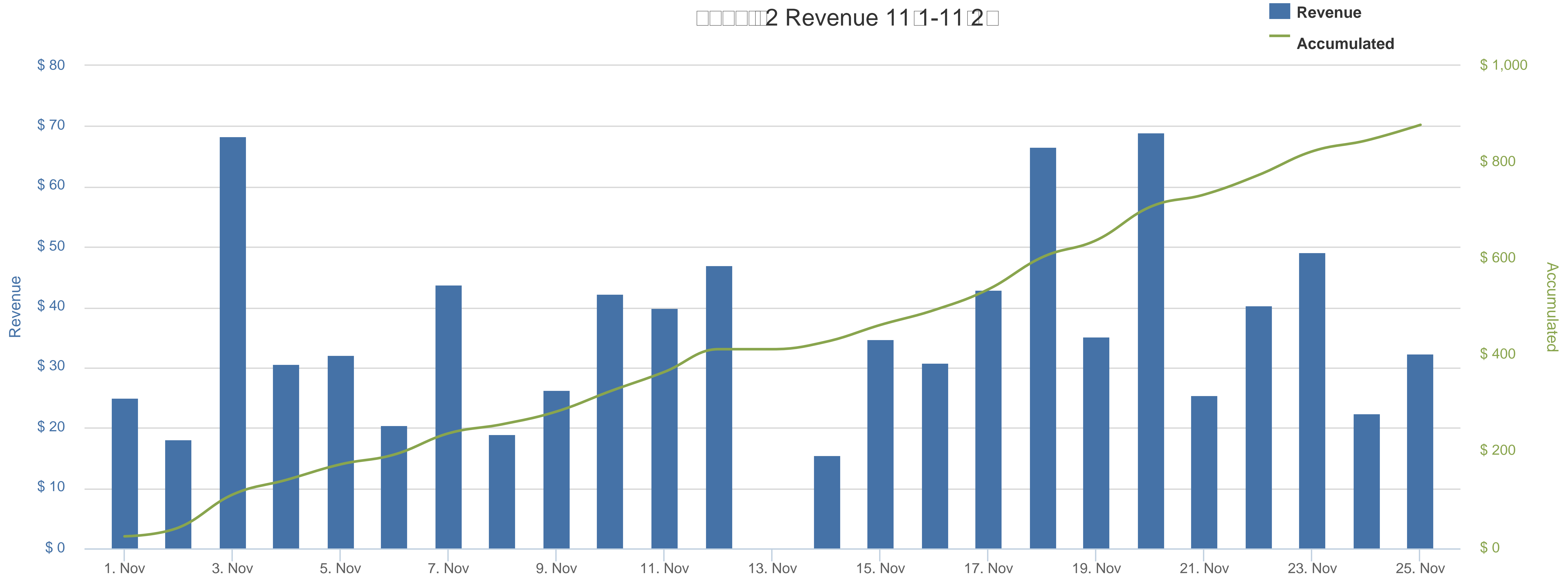
User: ELFredrick

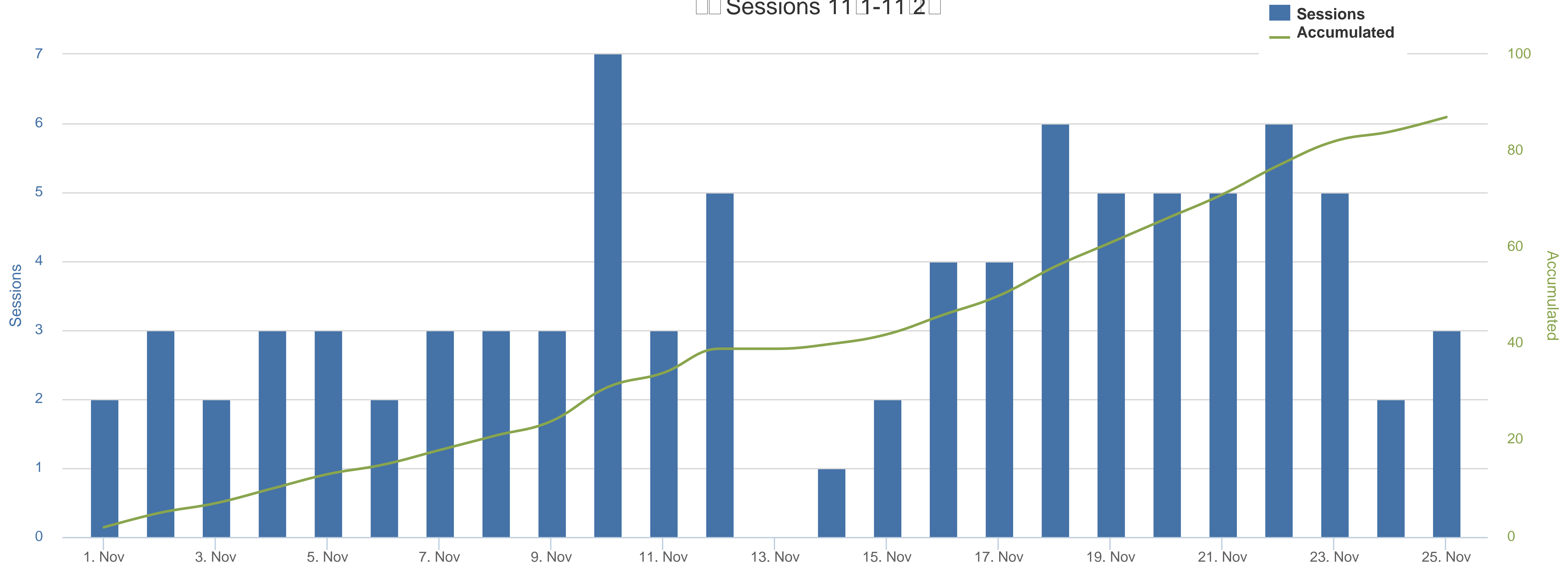
PERIOD ENDING 12/31/2024

DB: Owosso

\*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

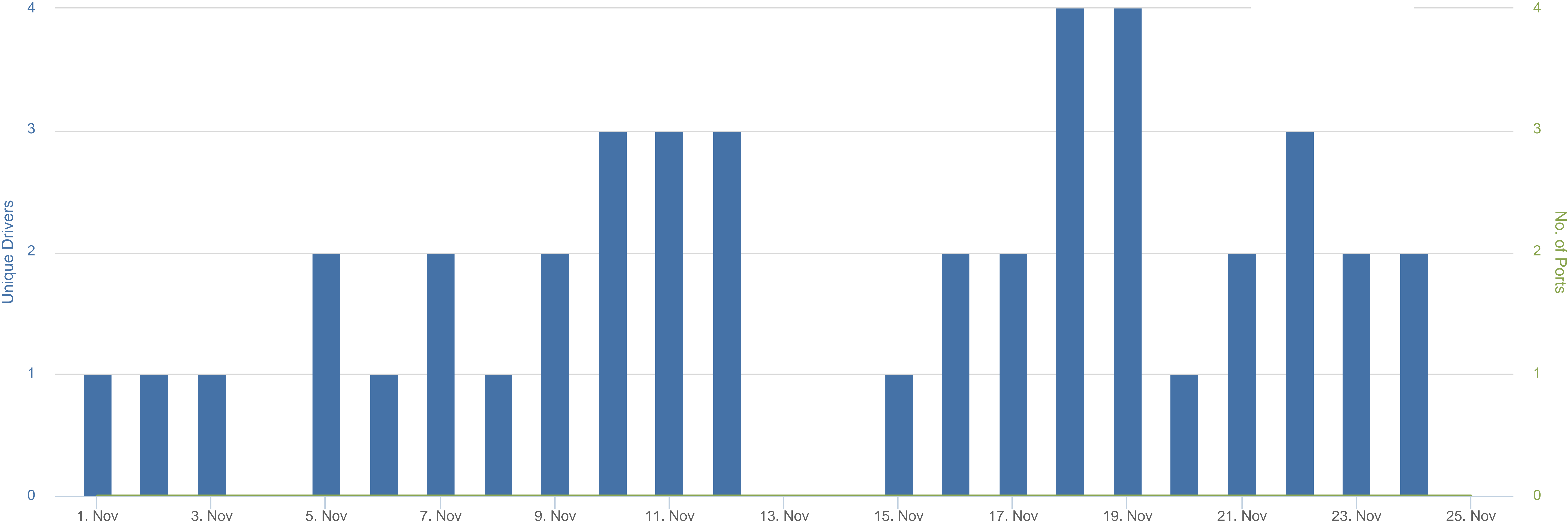
GL NUMBER	DESCRIPTION	2024-25 AMENDED BUDGET	YTD BALANCE 12/31/2024 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 12/31/2024 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
Total Dept 901 - CAPITAL OUTLAY		0.00	0.00	0.00	0.00	0.00
Dept 905 - DEBT SERVICE						
248-905-991.100	PRINCIPAL	0.00	0.00	0.00	0.00	0.00
248-905-992.000	PAYING AGENT FEES	0.00	0.00	0.00	0.00	0.00
248-905-993.000	INTEREST	0.00	0.00	0.00	0.00	0.00
Total Dept 905 - DEBT SERVICE		0.00	0.00	0.00	0.00	0.00
Dept 966 - TRANSFERS OUT						
248-966-995.304	TRANSFER TO DEBT 2009 LTGO FUND	0.00	0.00	0.00	0.00	0.00
Total Dept 966 - TRANSFERS OUT		0.00	0.00	0.00	0.00	0.00
TOTAL EXPENDITURES		353,583.00	59,590.06	0.00	293,992.94	16.85
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		353,929.00	71,913.29	0.00	282,015.71	20.32
TOTAL EXPENDITURES		353,583.00	59,590.06	0.00	293,992.94	16.85
NET OF REVENUES & EXPENDITURES		346.00	12,323.23	0.00	(11,977.23)	3,561.63





Unique Drivers 11-11-20

Unique Drivers  
No. of Ports



# CITY OF OWOSSO

## COMPONENT UNITS STATEMENT OF NET POSITION

June 30, 2024

	<i>Brownfield Development Authority</i>	<i>Downtown Development Authority</i>	<i>Total</i>
<b>Assets:</b>			
Cash and cash equivalents	\$ 247,129	\$ 59,979	\$ 307,108
Investments	52,686	113,107	165,793
Loans receivable	-	27,457	27,457
Capital assets being depreciated, net	-	18,199	18,199
Total assets	<u>299,815</u>	<u>218,742</u>	<u>518,557</u>
<b>Liabilities:</b>			
Accounts payable and accrued expenses	183,831	13,217	197,048
Long-term liabilities:			
Due within one year			
Long-term debt	25,383	-	25,383
Advance from primary government	160,344	-	160,344
Due in more than one year			
Long-term debt	160,495	-	160,495
Advance from primary government	1,153,118	-	1,153,118
Total liabilities	<u>1,683,171</u>	<u>13,217</u>	<u>1,696,388</u>
<b>Net position:</b>			
Net investment in capital assets	-	18,199	18,199
Unrestricted	(1,383,356)	187,326	(1,196,030)
Total net position	<u>\$ (1,383,356)</u>	<u>\$ 205,525</u>	<u>\$ (1,177,831)</u>

The accompanying notes are an integral part of these financial statements.



# CITY OF OWOSSO

## COMPONENT UNITS STATEMENT OF ACTIVITIES

Year Ended June 30, 2024

	<i><u>Brownfield Development Authority</u></i>	<i><u>Downtown Development Authority</u></i>	<i><u>Total</u></i>
Expenses:			
Community and economic development	\$ 336,504	\$ 317,171	\$ 653,675
Program revenues:			
Charges for services	-	8,069	8,069
Operating grants and contributions	24,730	105,007	129,737
	<u>24,730</u>	<u>113,076</u>	<u>137,806</u>
Net (expenses) revenues	<u>(311,774)</u>	<u>(204,095)</u>	<u>(515,869)</u>
General revenues:			
Property taxes levied and captured	460,266	251,652	711,918
Unrestricted investment earnings	2,108	6,271	8,379
Other	-	47	47
Total general revenues	<u>462,374</u>	<u>257,970</u>	<u>720,344</u>
Changes in net position	150,600	53,875	204,475
Net position (deficit), beginning of year	<u>(1,533,956)</u>	<u>151,650</u>	<u>(1,382,306)</u>
Net position (deficit), end of year	<u>\$ (1,383,356)</u>	<u>\$ 205,525</u>	<u>\$ (1,177,831)</u>

The accompanying notes are an integral part of these financial statements.

# CITY OF OWOSSO

## COMPONENT UNITS COMBINING BALANCE SHEET

June 30, 2024

	<i>Brownfield Development Authority</i>	<i>Downtown Development Authority</i>	<i>Total</i>
<b>Assets:</b>			
Cash and cash equivalents	\$ 247,129	\$ 59,979	\$ 307,108
Investments	52,686	113,107	165,793
Loan receivable	-	27,457	27,457
Total assets	<u>\$ 299,815</u>	<u>\$ 200,543</u>	<u>\$ 500,358</u>
<b>Liabilities and Fund Balances:</b>			
<b>Liabilities:</b>			
Accounts payable	\$ 183,134	\$ 11,770	\$ 194,904
Accrued wages payable	-	1,447	1,447
Advances from primary government	1,313,462	-	1,313,462
Total liabilities	<u>1,496,596</u>	<u>13,217</u>	<u>1,509,813</u>
<b>Fund Balances:</b>			
Unassigned (deficit)	<u>(1,196,781)</u>	<u>187,326</u>	<u>(1,009,455)</u>
Total liabilities and fund balances	<u>\$ 299,815</u>	<u>\$ 200,543</u>	<u>\$ 500,358</u>

# CITY OF OWOSSO

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## RECONCILIATION OF FUND BALANCES OF COMPONENT UNITS TO NET POSITION OF COMPONENT UNITS

June 30, 2024

Fund balances of component units \$ (1,009,455)

Net position reported for component units in the statement of net position is different because:

Capital assets used in component units are not financial resources and therefore are not reported in the component units fund statements.

Capital assets being depreciated, net 18,199

Certain liabilities are not due and payable in the current year and, therefore, are not reported in the component units fund statements.

Accrued interest payable (697)  
Long-term debt (185,878)

\$ (1,177,831)

DRAFT

# CITY OF OWOSSO

## COMPONENT UNITS

### COMBINING STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE

Year Ended June 30, 2024

	<i><u>Brownfield Development Authority</u></i>	<i><u>Downtown Development Authority</u></i>	<i><u>Total</u></i>
<b>Revenues:</b>			
Property taxes	\$ 460,266	\$ 251,652	\$ 711,918
State grants	7,180	55,988	63,168
Investment income	2,108	6,271	8,379
Other revenue	<u>17,550</u>	<u>57,135</u>	<u>74,685</u>
Total revenues	<u>487,104</u>	<u>371,046</u>	<u>858,150</u>
<b>Expenditures:</b>			
Current			
Community and economic development	303,146	312,877	616,023
Debt service			
Principal	25,008	22,044	47,052
Interest and fees	<u>33,452</u>	<u>12</u>	<u>33,464</u>
Total expenditures	<u>361,606</u>	<u>334,933</u>	<u>696,539</u>
Changes in fund balances	125,498	36,113	161,611
Fund balances (deficit), beginning of year	<u>(1,322,279)</u>	<u>151,213</u>	<u>(1,171,066)</u>
Fund balances (deficit), end of year	<u>\$ (1,196,781)</u>	<u>\$ 187,326</u>	<u>\$ (1,009,455)</u>

# CITY OF OWOSSO

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## RECONCILIATION OF CHANGES IN FUND BALANCES OF COMPONENT UNITS TO CHANGES IN NET POSITION OF COMPONENT UNITS

Year Ended June 30, 2024

Changes in fund balances of component units \$ 161,611

Change in net position reported for governmental activities in the statement of activities is different because:

Component units report capital outlays as expenditures. However, in the statement of activities, the cost of those assets is depreciated over their estimated useful lives and reported as depreciation expense.

Capital outlay	-
Less depreciation expense	(4,282)

Some expenses reported in the statement of activities do not require the use of current financial resources and therefore are not reported as expenditures in the component units.

Change in long-term debt	29,334
Change in accrued interest	<u>92</u>

Change in net position of component units	<u>\$ 186,755</u>
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301 W. MAIN • OWOSSO, MICHIGAN 48867 • (989) 725-0570 • FAX (989) 723-8854

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# MEMORANDUM

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DATE: December 4, 2024

TO: Owosso Main Street & Downtown Development Authority

FROM: Lizzie Fredrick, OMS & DDA Executive Director

SUBJECT: 2025 OMS & DDA Meeting Schedule

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## BACKGROUND:

Please review the attached 2025 OMS & DDA Meeting Schedule and OMS & DDA Bylaws. An excerpt from the Bylaws has been included below with the sections related to tenure, term expiration, and attendance.

## OMS & DDA BYLAWS ARTICLE III:

*Section 2. Number, Tenure and Qualifications.* The Board of the Authority shall consist of nine (9) persons, the Chief Executive Officer of the City of Owosso or their designee on City Council and, eight (8) members. The members shall be appointed for a term of four (4) years. At least five of the members shall be persons having an interest in property located in the downtown district. At least one of the members shall be a resident of the downtown district, so long as the district has 100 or more persons residing within it.

*Section 4. Expiration of Term; Continuation in Office; Reappointment; Filling Vacancies.* Members whose term of office has expired shall continue to hold office until his/her successor has been appointed with the advice and consent of the City Council to serve additional terms. If a vacancy is created by the death, resignation, or removal of a member, a successor shall be appointed with the advice and consent of the City Council within thirty (30) days to hold office for the remainder of the term so vacated.

*Section 5. Removal.* Pursuant to notice and an opportunity to be heard, a member may be removed from office for inefficiency, neglect of duty, misconduct, malfeasance, accumulation of three (3) or more unexcused absences in a twelve (12) month period, or any other good cause by a majority vote of the City Council.

## FISCAL IMPACT:

None.

**MOTION TO CONSIDER:**

To adopt the 2025 Owosso Main Street & Downtown Development Authority Meeting Schedule.

**ATTACHMENTS:**

2025 OMS & DDA Meeting Schedule

OMS & DDA Bylaws

**CITY OF OWOSSO**  
**SCHEDULE OF REGULAR MEETINGS**  
**FOR THE CALENDAR YEAR BEGINNING JANUARY 1, 2025**

**NOTICE IS HEREBY GIVEN**, pursuant to the provisions of Act 267, Public Acts of 1976, of the schedule of Regular Meetings of the City of Owosso, County of Shiawassee, State of Michigan for the calendar year beginning January 1, 2025. The Board, dates, time and place of said regular meetings shall be as follows:

CITY COUNCIL					
The 1 <sup>st</sup> and 3 <sup>rd</sup> Monday of each month, except as noted – 6:30 p.m., local prevailing time					
Owosso City Hall, Council Chambers					
JAN 06	MAR 03	MAY 05	JUL 07	SEP 02*	NOV 03
JAN 21*	MAR 17	MAY 19	JUL 21	SEP 15	NOV 17
FEB 03	APR 07	JUN 02	AUG 04	OCT 06	DEC 01
FEB 18*	APR 21	JUN 16	AUG 18	OCT 20	DEC 15
DOWNTOWN DEVELOPMENT AUTHORITY / OWOSSO MAIN STREET			DOWNTOWN HISTORIC DISTRICT COMMISSION		
The 1 <sup>st</sup> Wednesday of each month, except as noted – 7:30 a.m., local prevailing time			The 3 <sup>rd</sup> Wednesday of each month - 6:00 p.m., local prevailing time		
Owosso City Hall, Council Chambers			Owosso City Hall, Conference Room		
JAN 08*	MAY 07	SEP 03	JAN 15	MAY 21	SEP 17
FEB 05	JUN 04	OCT 01	FEB 19	JUN 18	OCT 15
MAR 05	JUL 9*	NOV 05	MAR 19	JUL 16	NOV 19
APR 02	AUG 06	DEC 03	APR 16	AUG 20	DEC 17
OWOSSO HISTORICAL COMMISSION			PARKS & RECREATION COMMISSION		
The 2 <sup>nd</sup> Monday of each month, except as noted – 6:00 p.m., local prevailing time			The 4 <sup>th</sup> Wednesday of each month, except as noted 7:00 p.m., local prevailing time		
Owosso City Hall, Council Chambers			Owosso City Hall, Council Chambers		
JAN 13	MAY 12	SEP 08	JAN 22	MAY 28	SEP 24
FEB 10	JUN 09	OCT 14*	FEB 26	JUN 25	OCT 22
MAR 10	JUL 14	NOV 10	MAR 26	JUL 23	DEC 03*
APR 14	AUG 11	DEC 08	APR 23	AUG 27	
PLANNING COMMISSION			WWTP Review Board		
The 4 <sup>th</sup> Monday of each month, except as noted – 6:30 p.m., local prevailing time			The 4 <sup>th</sup> Tuesday of each month, 4:30 p.m., local prevailing time		
Owosso City Hall, Council Chambers			Owosso Wastewater Plant, Administration Building 1410 Chippewa Trail, Owosso		
JAN 27	MAY 27*	SEP 22	JAN 28	MAY 27	SEP 23
FEB 24	JUN 23	OCT 27	FEB 25	JUN 24	OCT 28
MAR 24	JUL 28	NOV 24	MAR 25	JUL 22	NOV 25
APR 28	AUG 25	DEC 08*	APR 22	AUG 26	
ZONING BOARD OF APPEALS			* = Rescheduled due to legal holiday on regular meeting date or other scheduling conflict		
The 3 <sup>rd</sup> Tuesday of each month, except as noted – 9:30 a.m., local prevailing time					
Owosso City Hall, Council Chambers					
JAN 21	MAY 20	SEP 16			
FEB 18	JUN 17	OCT 21			
MAR 18	JUL 15	NOV 18			
APR 15	AUG 19	DEC 16			

The City of Owosso will provide necessary auxiliary aids and services, such as signers for the hearing impaired and audio recordings of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon seventy-two (72) hours notice to the City of Owosso. Individuals with disabilities requiring auxiliary aids or services should contact the City of Owosso by writing or calling the following: Amy K. Kirkland, City Clerk, 301 West Main Street, Owosso, MI 48867 (989) 725-0500. The City of Owosso website is [www.ci.owosso.mi.us](http://www.ci.owosso.mi.us).



## **RESOLUTION NO. 25-2023**

### **ADOPTING THE OWOSSO MAIN STREET/DDA BYLAWS**

WHEREAS, the Owosso Main Street/DDA Board is a public body which is responsible for holding its own meetings in accordance with the Open Meetings Act, Act 267, Public Acts of Michigan, 1976, as amended; and

WHEREAS, the members of the Owosso Main Street/DDA Board have drafted and approved bylaws to direct the conduct and activities of such meetings and are submitting them to the City Council for approval.

NOW, THEREFORE, BE IT RESOLVED that the Owosso City Council hereby approves the bylaws of the Owosso Main Street/DDA as follows, such bylaws to be effective immediately:

### **BYLAWS GOVERNING THE DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET OF THE CITY OF OWOSSO**

#### **ARTICLE I**

#### **PURPOSES**

Section 1. Statement of purposes. The purpose or purposes for which the Authority is organized are as follows: To act as a downtown development authority in accordance with Act 197 'of the Public Acts- of 1975, as amended; including but not limited to; to correct and prevent deterioration in downtown district; to encourage historical preservation; to create and implement development plans, to promote the economic growth; to encourage the expansion of commercial enterprises. In furtherance of these purposes, the Authority shall have all of the powers which now are or hereafter may be, conferred by law on authorities organized under Act 227, Public Acts of 1972, Act 149, Public Acts of 1911; Act 202, Public Acts of 1943; Act 94, Public Acts of 1933; Act 344, Public Acts of 1945, as amended; and particularly the powers granted by Act 197, Public Acts of 1975, and especially Section 7 thereof, to wit:

- (a) Prepare an analysis of economic changes taking place in the downtown district.
- (b) Study and analyze the impact of metropolitan growth upon the downtown district.
- (c) Plan and propose the construction, the renovation, repair, remodeling, rehabilitation, restoration, preservation, or reconstruction of a public facility, an existing building, or a multiple-family dwelling unit which may be necessary or appropriate to the execution of a plan which, in the opinion of the Board, aids in the economic growth of the downtown district.
- (d) Develop long-range, plans, in cooperation with the agency which is chiefly responsible for planning in the municipality, designed to halt the deterioration of property values in the downtown district and to promote the economic growth of the downtown district, and take such steps as may be necessary to persuade property owners to implement the plans to the fullest extent possible.
- (e) Implement any plan of development in the downtown district necessary to achieve the purposes of Act 197, in accordance with the powers of the Authority as granted by Act 197.
- (f) Make and enter into contracts necessary or incidental to the exercise of its powers and the performance of its duties.

- (g) Acquire by purchase or otherwise, on terms and conditions and in a manner the Authority deems proper or own, convey, or otherwise dispose of, or lease as lessor or lessee, land and other property, real or personal, or rights or interests therein, which the Authority determines is reasonably necessary to achieve the purposes of this, and to grant or acquire licenses, easements, and options with respect thereto.
- (h) Improve land and construct, reconstruct, rehabilitate, restore and preserve, equip, improve, maintain, repair, and operate any building, including multiple-family dwellings, and any necessary or desirable appurtenances thereto, within the downtown district for the use, in whole or in part, of any public or private person or corporation, or a combination thereof.
- (i) Fix, charge, and collect fees, rents, and charges for the use of any building or property under its control or any part thereof, or facility therein, and pledge the fees, rents, and charges for the payment of revenue bonds issued by the Authority.
- (j) Lease any building or property under its control, or any part thereof.
- (k) Accept grants and donations of property, labor, or other things of value from a public or private source.
- (l) Acquire and construct public facilities.

subject to any amendments to said statute either increasing or diminishing the powers of downtown development authorities formed thereunder.

Section 2. Development of work plans. The mission of the program will be achieved through the board's commitment to the National Main Street's Work Plan process, using its four-point approach through the organization committee, promotion committee, design committee, and the economic restructuring committee.

## **ARTICLE II**

### **OFFICES**

Section 1. Offices. The Authority may have such offices as the Board may determine, or the affairs of the Authority may require from time to time.

## **ARTICLE III**

### **BOARD**

Section 1. General Powers. The affairs of the Authority shall be managed by its Board.

Section 2. Number, Tenure and Qualifications. The Board of the Authority shall consist of nine (9) persons, the Chief Executive Officer of the City of Owosso or their designee on City Council and, eight (8) members. The members shall be appointed for a term of four (4) years. At least five of the members shall be persons having an interest in property located in the downtown district. At least one of the members shall be a resident of the downtown district, so long as the district has 100 or more persons residing within it.

Section 3. Selection of Board Members. The Chief Executive Officer of the City of Owosso with the advice and consent of the City Council, shall appoint the members of the Board. Subsequent Board members shall be appointed in the same manner as the original appointments at the expiration of each member's term of office.

Section 4. Expiration of Term; Continuation in. Office; Reappointment; Filling Vacancies. Members whose term of office has expired shall continue to hold office until his/her successor has been

appointed with the advice and consent of the City Council to serve additional terms. If a vacancy is created by the death, resignation, or removal of a member, a successor shall be appointed with the advice and consent of the City Council within thirty (30) days to hold office for the remainder of the term so vacated.

Section 5. Removal. Pursuant to notice and an opportunity to be heard, a member may be removed from office for inefficiency, neglect of duty, misconduct, malfeasance, accumulation of three (3) or more unexcused absences in a twelve (12) month period, or any other good cause by a majority vote of the City Council.

Section 6. Disclosure of Interests. A board member who has a direct interest in any matter before the Authority shall disclose his/her interest prior to the Authority taking any action with respect to the matter, which disclosure shall become a part of the record of the Authority's official proceedings. Further, any member making such disclosure, shall then refrain from participating in the Authority's decision-making processes relative to such matter.

Section 7. Annual Meeting. An annual meeting of the Board shall be held on the first Wednesday in the month of June in each year beginning with the year 2011 at the hour of seven-thirty a.m. for the purpose of electing officers and for the transaction of such other business as may come before the meeting. If the election of officers shall not be held on the day designated herein for any annual meeting or any adjournment thereof, the Board shall cause the election to be held at a regular or special meeting of the Board within 90 days of the annual meeting.

Section 8. Regular Meetings. Regular meetings of the Board shall be held at such time and place as the Board shall from time to time determine.

Section 9. Special Meetings. Special meetings of the Board may be called by or at the written request of the chairman or any two members. The person or persons authorized to call special meetings of the Board may fix any place as the place for holding any special meetings of the Board called by them.

Section 10. Notice of Meetings. Except as otherwise provided by law, all meetings shall be preceded by public notice in accordance with Public Act 267 of the Public Acts of 1976, as amended.

Section 11. Quorum and Voting. A majority of the members of the Board then in office shall constitute a quorum for the transaction of business. In the event that effective membership is reduced because of Disclosure of Interest (Article III, Section 6), a majority of the remaining members of the Board then in office shall constitute a quorum for the transaction of business.

Except in those cases where a larger majority is required by law, no motion, resolution or action shall be adopted or passed, nor shall any appointment be made, nor any person removed from office as permitted by these Rules, except by the affirmative vote of at least five (5) members of the Board.

Section 12. Public Meetings. The meetings of the Board 'shall be public.'

Section 13. Public Comment. Members of the Public may comment at the meetings of the Board. An individual will have no more than three (3) minutes to deliver their comment.

Section 14. Compensation of Members. Members of the Board shall serve without compensation, but shall be reimbursed for actual and necessary expenses subject to authorization by a vote of two-thirds of the majority of the Board members then qualified to vote.

## **ARTICLE IV**

### **OFFICERS**

Section 1. Officers. The officers of the Authority shall be a chairman and vice-chairman.

Section 2. Election and Terms of Office. Officers of the Authority shall be elected annually by the Board at the regular annual meeting of the Board. If the election of officers shall not be held at such meeting, such election shall be held within 90 days of such meeting. Each officer shall hold office until his/her successor shall have been duly elected and shall have qualified.

Section 3. Removal. Any officer elected or appointed by the Board may be removed by the Board whenever in its judgment the best interests of the Authority would be served thereby.

Section 4. Vacancies. A vacancy in office because of death, resignation, removal, disqualification or otherwise, may be filled by the Board for the unexpired portion of the term.

Section 5. Chairman. The chairman shall preside at all meetings of the Board and shall discharge the duties of the presiding officer.

Section 6. Vice-Chairman. In the absence of the chairman or in event of his/her inability or refusal to act, the vice-chairman shall perform the duties of the chairman, and when so acting, shall have all the powers of and be subject to all the restrictions upon the chairman. Any vice-chairman, shall perform such other duties as from time to time may be assigned to him/her by the chairman or by the Board.

Section 7. Employment of Personnel. The Board may employ personnel as deemed necessary by the Board. Such personnel may include, but not be limited to, a director, treasurer, secretary and legal counsel.

Section 7.1. Director. The Board may employ and fix the compensation of a director, subject to approval by the City Council. The director shall serve at the pleasure of the Board. A member of the Board shall not hold the position of director while serving on the Board. The Board may require the director to post a bond payable to the Authority for the use and benefit of the Authority. The premium for such bond is to be paid by the Authority. Subject to the approval of the Board, the director shall supervise, and be responsible for the preparation of plans and the performance of the functions of the Authority. The director shall attend the meetings of the Board, and shall render to the Board and to the City Council a regular report covering the activities and financial condition of the authority. The director shall furnish the Board with information or reports governing the operation of the Authority as the Board requires. If the director is absent or disabled, the Board may delegate his/her functions and responsibilities to any person otherwise qualified under this section. Such other person shall be designated as the acting director.

Section 7.2. Treasurer. The Board may employ and fix the compensation of a treasurer, who shall keep the financial records of the Authority and who, together with the director, shall approve all vouchers for the expenditure of funds of the Authority. If required by the Board, the treasurer shall give a bond for the faithful discharge of his/her duties in such sum and with such surety or sureties as the Board shall determine. He shall have charge and custody of, and be responsible for, all funds and securities of the Authority; receive and give receipts for moneys due and payable to the Authority from any source whatsoever, and deposit all such moneys in the name of the Authority in such banks, trust companies or other depositories as shall be selected in accordance with the provisions of Article VI of these rules; and in general perform all the duties incident to the office of treasurer and such other duties as shall be assigned from time to time by the Board.

Section 7.3. Secretary. The Board may employ and fix the compensation of a secretary, who shall maintain custody of the official seal and of records, books, documents, or other papers not required to be maintained by the treasurer. The secretary shall attend meetings of the Board and keep a record of its proceedings. The secretary shall see that all notices are duly given in accordance with the provisions of these rules or as required by law and shall keep a register of the post office address of each Board member as furnished by such member. The secretary shall also perform all

duties incident to the office of secretary and such other duties as from time to time may be assigned by the Board.

Section 7.4. Legal Counsel. The Board may retain legal counsel to advise the Board in the proper performance of its duties and to represent the Authority in actions brought by or against the Authority.

## **ARTICLE V**

### **COMMITTEES**

Section 1. Committees of Members. The Board, by resolution adopted by a majority of the Board, may designate and appoint one or more committees, each of which shall consist of two or more members, which committees shall have and exercise such authority as shall be granted to them by such resolution; provided, however, such committee shall not have the power or authority to adopt an agreement of merger or consolidation or an agreement for the sale, lease or exchange of all, or substantially all of the Authority's property and assets, dissolve the Authority or amend the rules of the Authority. Except as otherwise provided in such resolution, the members of such committee shall be members of the Authority and the Chairman shall appoint the members thereof. Any member may be removed by the person or persons authorized to appoint such member whenever in their judgment the best interests of the Authority shall be served by such removal.

Section 2. Term of Office. Each member of a committee shall continue as such until the next annual meeting of the members of the Authority and until his/her successor is appointed, unless the committee shall be sooner terminated, or unless such member be removed from such committee, or unless such member shall cease to qualify as a member thereof.

Section 3. Chairman. One member of each committee shall be appointed chairman by the person or persons authorized to appoint the members thereof.

Section 4. Quorum. Unless otherwise provided in the resolution of the Board designating a committee, a majority of the whole committee shall constitute a quorum and the act of a majority of the members present at a meeting at which a quorum is present shall be the act of the committee.

## **ARTICLE VI**

### **CONTRACTS, CHECKS, DEPOSITS AND FUNDS**

Section 1. Contracts. The Board may authorize the chairman, agent or agents of the Authority, to enter into any contract or execute and deliver any instrument in the name of and on behalf of the Authority, and such authorization may be general or confined to specific instances.

Section 2. Checks, Drafts, etc. All checks, drafts or orders for the payment of money, notes or other evidences of indebtedness issued in the name of the Authority, shall be signed by two persons as designated by the Board.

Section 3. Deposits. All funds of the Authority shall be immediately deposited to the credit of the Authority in such banks, trust, companies or other depositories as the Board may select.

Section 4. Gifts. The Board may accept on behalf of the Authority any contribution, gift, bequest or devise for the general purposes or for any special purposes of the Authority.

## **ARTICLE VII**

### **BOOKS AND RECORDS**

The Authority shall keep correct and complete books and records of account and shall also keep minutes of the proceedings of its members, Board and committees having any of the powers of the Board, and shall keep at the principal office a record giving the names and addresses of the members entitled to vote. All books and records of the Authority shall be open to the public at all times. An annual audit shall be conducted by an independent Certified Public Accountant and published, and shall be in compliance with Public Act No. 2 of 1968 and Public Act 621 of 1978.

## **ARTICLE VIII**

### **FISCAL YEAR**

The fiscal year of the corporation shall begin on the first day of July and end on the last day of June in each year.

## **ARTICLE IX**

### **AMENDMENTS TO RULES**

These rules may be altered, amended or repealed and new rules may be adopted by a majority of the members present at any regular meeting if written notice is given of intention to alter, amend or repeal or to adopt new rules at such meeting. The full nature of the rule change shall be included in the notice. Adoption of rule changes shall require affirmative votes by the majority of the members appointed. Changes in these rules are subject to approval by the City Council.

## **ARTICLE X**

### **PARLIAMENTARY AUTHORITY**

The rules contained the current edition of Robert's Rules of Order shall govern the Board in all cases to which they are applicable and in which they are not inconsistent with these bylaws and any special rules of order the Board may adopt.

*I hereby certify that the foregoing document is a true and complete copy of a resolution authorized by the Owosso City Council at the regular meeting of February 6, 2023.*

  
Amy K. Kirkland, City Clerk





301 W. MAIN ▪ OWOSSO, MICHIGAN 48867 ▪ (989) 725-0570 ▪ FAX (989) 723-8854

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# ***MEMORANDUM***

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DATE: December 4, 2024

TO: Owosso Main Street & Downtown Development Authority

FROM: Lizzie Fredrick, OMS & DDA Executive Director

SUBJECT: 2025 Owosso Main Street Sponsor Guide

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## **BACKGROUND:**

The Organization Committee has developed an annual sponsor form providing an overview of Downtown Owosso sponsorship opportunities for the 2025 calendar year to streamline Owosso Main Street fundraising efforts.

## **FISCAL IMPACT:**

Year-long sponsorship funds will go to Income – Organization, 248.000.674.500, and one-time sponsorship funds will go to Income – Promotion, 248.000.674.400, or Income – Design, 248.000.674.600, depending on the event or program selected by the sponsor.

## **MOTION TO CONSIDER:**

None

## **ATTACHMENTS:**

OMS 2025 Sponsor Guide



## 2025 COMMUNITY SPONSORSHIPS



### ONE SPONSORSHIP - ALL EVENTS, ALL YEAR LONG!

#### ☐ MAIN STREET LEGACY | \$10,000

- Hyperlinked logo on Sponsorship page of Downtown Owosso's website year-round
- Included in a group sponsor Thank You post on social media before each event
- Social media recognition during events
- Large logo on Special Sponsor Sign at all Owosso Main Street gatherings and functions
- Logo on event web page, marketing literature, banners and shirts (when applicable)
- Vendor space and radio mentions (when applicable)
- Hyperlinked logo in the OMS monthly community newsletter
- 1 sponsor highlight in the OMS monthly community newsletter & social media channels
- Company logo on 1 Downtown Owosso event giveaway item

#### ☐ LOCAL CHAMPION | \$5,000

- Hyperlinked logo on Sponsorship page of Downtown Owosso's website year-round
- Included in a group sponsor Thank You post on social media before each event
- Social media recognition during events
- Medium logo on Special Sponsor Sign at all Owosso Main Street gatherings and functions
- Logo on event web page, poster, marketing literature, banners and shirts (when applicable)
- Hyperlinked logo in the OMS monthly community newsletter
- Vendor space and radio mentions (when applicable)

#### ☐ DOWNTOWN AMBASSADOR | \$2,500

- Logo on Sponsorship page of Downtown Owosso's website year-round
- Included in a group sponsor Thank You post on social media before each event
- Social media recognition during events
- Small logo on Special Sponsor Sign at all Owosso Main Street gatherings and functions
- Logo on event web page, poster, marketing literature, banners and shirts (when applicable)
- Logo in the OMS monthly community newsletter
- Vendor space and radio mentions (when applicable)

#### ☐ COMMUNITY PARTNER | \$1,000

- Company name on Sponsorship page of Downtown Owosso's website year-round
- Included in a group sponsor Thank You post on social media before each event
- Social media recognition during events
- Company name on Special Sponsor Sign at all Owosso Main Street gatherings and functions
- Company name on event web page, poster, marketing literature, banners and shirts (when applicable)

### ONE-TIME SPONSORSHIPS

#### ☐ \$500+

- Included in a group sponsor Thank You post on social media before event
- Social media recognition during event
- Large logo on event web page, marketing materials, banner and shirt (when applicable)
- Vendor space and radio mention (when applicable)

#### ☐ \$250

- Included in a group sponsor Thank You post on social media before event
- Social media recognition during events
- Medium logo on event web page, marketing materials, banner and shirt (when applicable)
- Vendor space and radio mention (when applicable)

#### ☐ \$100

- Included in a group sponsor Thank You post on social media before event
- Social media recognition during event
- Small logo on event web page, marketing materials, banner and shirt (when applicable)

SELECT YOUR  
SPONSOR  
LEVEL

SELECT YOUR  
EVENT OR  
COMMUNITY  
INITIATIVE  
ON THE  
NEXT PAGE



## OWOSSO MAIN STREET COMMUNITY EVENTS & PROGRAMS

- |   |  |
|---|--|
| <input type="checkbox"/>   | <input type="checkbox"/>   |
| <p>Over 11,000 people visit Downtown Owosso the day after Thanksgiving to support the small businesses and ring in the holiday season at Glow Owosso! This vibrant event features a 5k, dazzling light parade, carriage rides, Santa Clause, and a magical Christmas tree lighting celebration.</p>                                   | <p>The Chocolate Walk is a sweet journey through historic downtown, offering a unique blend of local charm and irresistible chocolate delights where every step supports art and beautification projects for our beloved community.</p>  |
| <input type="checkbox"/>   | <input type="checkbox"/>   |
| <p>Owosso Vintage Motorcycle Days is a high-octane weekend that attracts motorcycle enthusiasts from near and far, featuring an exhilarating ride starting at Curwood Castle, a stunning vintage bike show, and lively community festivities. It's the perfect blend of nostalgia and excitement in Downtown Owosso!</p>              | <p>3rd Thursdays bring the heart of downtown to life from June through October. This lively event series features outdoor seating, music, games and community activities, creating a vibrant space for residents and visitors to connect and enjoy the charm of Downtown Owosso.</p> |
| <input type="checkbox"/>   | <input type="checkbox"/>    |
| <p>Each year, thousands of community members and visitors come to Downtown Owosso to experience the magic of Halloween! Owosso Main Street transforms the area into a vibrant fall scene where families can trick or treat at local businesses, surrounded by photo-worthy displays of pumpkins, straw bales, and seasonal decor.</p> | <p>Community members of all ages come together each spring and fall to beautify and refresh Downtown Owosso, transforming the area into a cleaner, greener, and more vibrant space for everyone.</p>   |
|   | <input type="checkbox"/>   |
|   | <p>From vibrant summer blooms to festive winter greenery, the Seasonal Streetscape Initiative brings year-round color and charm to Downtown Owosso, transforming it into a lively, beautiful destination in every season.</p>  |

## SPONSOR INFORMATION

*Please note that not all events are listed and not all events held in Downtown Owosso are managed by Owosso Main Street.*

Company Name :

Contact Name :

Address :

Phone Number :

Email :

## THANK YOU FOR YOUR SUPPORT!

Please make checks payable to : City of Owosso

Mail to : Lizzie Fredrick  
City of Owosso  
301 W. Main Street  
Owosso, MI 48867

 (989) 725-0571

 DowntownOwosso@gmail.com

***Please return this completed form by mail or email.***

Owosso Main Street is a volunteer-led organization dedicated to promoting economic growth, historic preservation and community development in the heart of our community. Your sponsorship supports our revitalization efforts, enhancing the vibrancy of Downtown Owosso.



301 W. MAIN • OWOSSO, MICHIGAN 48867 • (989) 725-0570 • FAX (989) 723-8854

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# MEMORANDUM

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DATE: December 4, 2024

TO: Owosso Main Street & Downtown Development Authority

FROM: Lizzie Fredrick, OMS & DDA Executive Director

SUBJECT: 2025 Michigan Main Street Technical Assistance Service

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## BACKGROUND:

The Michigan Main Street program provides annual Technical Assistance Services to eligible communities. The deadline for OMS to apply for a Technical Assistance Service is December 6, 2024. The application must include two choices of services.

At their November 12th meeting, the Organization Committee voted to recommend the Idea Factory Report as the first choice and the Main 5 Communication Plan as a second-choice service.

- **Idea Factory Report** – The Idea Factory Report crystallizes from an in-depth evaluation of local dynamics, exploring the potential within the local economic landscape. The report addresses five challenges with a strategic targeted response. The presentations within the report begin by identifying a challenge, then leverage a local resource that can aid in addressing it, propose a tangible solution, provide a proven toolkit for assistance, outline a concise action plan, and suggest immediate “quick wins” that can quickly solidify or enhance a reputation. The Idea Factory Report for Downtown Bound Brook has been included as an attachment.
- **Main 5 Communication Plan** – This service is a 3-hour workshop in which the community will work with a facilitator to develop details, goals, and actions for each of the five major Main Street organization target audiences: Public, Owners, Donors, Government and Volunteers. Communities will leave the workshop with a comprehensive communication strategy for each audience that is ready to implement.

## FISCAL IMPACT:

Costs associated with the service will be covered by Michigan Main Street. Any costs associated with a workshop or meeting of the Board for the service will be covered by 248.704.818.000, Organization Committee Work Plan Expenditure, as were expenses for the 2024 Strategic Planning Workshop.

**MOTION TO CONSIDER:**

To apply for the Idea Factory Report as the first choice for the annual Main Street Technical Assistance Service and the Main 5 Communication Plan as the second choice for the Main Street Technical Assistance Service.

**ATTACHMENTS:**

MMS Technical Assistance Service Request Form  
Downtown Bound Brook's Idea Factory Report

## TECHNICAL ASSISTANCE SERVICE REQUEST FORM



### Description

The Michigan Main Street program is a technical assistance program designed to assist communities interested in revitalizing and preserving their traditional downtown or commercial district. The program exists to develop main street districts that attract both residents and businesses, promote commercial investment, and spur economic growth.

The Main Street program provides technical assistance services and trainings in a variety of downtown and district revitalization areas. Technical assistance services are provided at two levels: Select and Master. Each level is designed to assist the community in tackling increasingly sophisticated downtown revitalization efforts. Services are customized to each community and performed in each community. Services are facilitated by experts from the National Main Street Center (NMSC), Michigan Economic Development Corporation (MEDC) and other consultants with specialized expertise.

### Michigan Main Street Suite of Services

#### MASTER LEVEL SERVICES

The Master Level is the most prestigious of the levels of the Michigan Main Street program and is available to communities only after they have successfully completed five years in the Select Level program and achieved National Main Street Accreditation. The intent of the Master Level is to continue assisting communities that have successfully integrated a full Main Street program into their community. MMS continues to develop sophisticated technical assistance to assist communities at the Master Level.

#### *Select Level Services*

Master Level communities can choose from the Select Level technical assistance offerings:

- **Asset Mapping** - This service is a 2-hour workshop in which the community completes an exercise of identifying key assets, development opportunities and challenges to the success of district revitalization efforts. It also provides an analysis of existing business clusters. The intent of the service is to identify possible programming to help the community further implement its transformation strategy.
- **Branding Service** - This service consists of a 3-day site visit with a series of focus group meetings, consultant work time and a summary presentation that provides a community with a comprehensive Brand Package that includes a Downtown Destination Brand/Logo, Main Street Organization Brand/Logo, font types, color scheme, logos for all Main Street Events and/or initiatives, and ideas for marketing and advertising collateral.
- **Business Recruitment Primer** - This service consists of a 2-hour virtual meeting and a series of 3 virtual check-ins prepare the community for a recruitment test service through providing resources and action items the community will need to implement to be successful in identifying available properties, marketing the community, and recruiting new businesses.
- **Business Recruitment Challenge** - This service is meant to take place following the Business Recruitment Primer Service. It consists of three virtual recruitment test prep sessions and a 1-day

site visit in the community to provide training and services designed to help communities develop and enhance business expansion and recruitment efforts. Communities will be provided an analysis of market data and will conduct a top business prospects survey to determine the types of businesses that have the potential to succeed. Communities will also develop business recruitment materials in preparation for the on-site visit. The on-site visit will be highlighted by a real “test” of the community’s business recruitment strategy and process. The consultant will play the role of “prospect.” A local recruitment team in each community will be responsible for recruiting the mock prospect, extending the invitation, conducting the recruiting visit, etc. Following the community’s recruitment effort, the consulting team will deliver a critique with specific example and recommendations for improvements that could enhance the community’s prospects for recruitment success.

- **Fund Development Plan Service** – This service is a 1-day site visit that will examine an organization’s current financial status and provide recommendations for improvement in topic areas including: financial health and sustainability, accounting systems, budgeting and financial planning, and financial assets and access to capital.
- **Main 5 Communication Plan** - This service is a 3-hour workshop in which the community will work with a facilitator to develop details, goals, and actions for each of the five major Main Street organization target audiences: Public, Owners, Donors, Government and Volunteers. Communities will leave the workshop with a comprehensive communication strategy for each audience that is ready to implement.
- **Property Development Primer** - This service will help the local Main Street Director build capacity related to the real estate development process through a series of one-on-one coaching sessions. This service also includes a facilitated property owners’ education session to raise awareness about building rehabilitation, potential redevelopment incentives and tools, and to address general questions related to redevelopment. Property owners will also have the opportunity to show their buildings to get a rough idea of their building potential and associated project costs and scope. Last, this service allows the local Main Street Organization to work with a small number of those property owners to develop a basic proforma for their redevelopment project which can be used to further explore incentives and financing.
- **Strategic Planning Service** – This service consists of facilitated focus group meetings and a 4-hour meeting with board members and committee chairs to develop and discuss priorities for the organization. Through this process, the Main Street Organization will also produce a 3–5-year list of projects and programming that will help the organization meet the outlined priorities.

#### ***Additional Master Level Services***

Master Level communities can also choose from the following additional technical assistance offerings based on the unique needs of the community annually:

- **Downtown Futures Service** - The Downtown Futures service is a new Michigan Main Street Program service designed for communities and organizations that have demonstrated success and are contemplating the scope and nature of future change in their downtown and traditional neighborhood commercial districts. The process and its resulting products provide a solid foundation upon which to think, plan and act for the future in a way that will preserve, celebrate and leverage the assets and special features that make Downtown a special place. A pro-active planning approach is used to apply sound market principles, community engagement practices and creative thinking to guide future development, redevelopment, and downtown enhancement initiatives. The service consists of 2 virtual meetings as well as the deployment of a community survey to prepare for the 3-day on-site design series which consists of focus group

meetings and team work sessions that will culminate in design recommendations that can help guide future development within the community's Main Street area.

- **Entrepreneurial Ecosystem Service** - Entrepreneurial Ecosystems align a variety of public and private efforts, networks, and other factors to foster an environment that supports inclusive, local entrepreneurship. This service will provide a community with an evaluation of their existing ecosystem as it relates to the critical factors in developing and supporting strong entrepreneurship. In addition, the community will be provided with an in-depth feasibility study or analysis related to implementing one key initiative or recommendation that is a result of their entrepreneurial ecosystem evaluation. The service consists of the deployment of a survey of local entrepreneurs, utilizing the entrepreneurial ecosystem audit tool, and 6 focus group meetings that can be done virtually or on-site, and a 7<sup>th</sup> meeting that will provide the community with a summary of recommendations for building a strong entrepreneurial ecosystem.
- **Retail Merchandising** – This service will provide direct technical assistance to up to 6 local retail business owners through on-site one-on-one consultations to prepare and educate them on retail merchandising topics including interior design and layout, lighting, signage, and display and visual merchandising. All businesses who sign up for a consultation must attend the 75-minute presentation covering retail merchandising basics.
- **Storyville Social Storytelling Blitz** – Building off from the previous Storytelling Service from Phil Eich of Storyville Social, the Storytelling Blitz is a two-day service in which Phil would conduct interviews and collect photos from approximately 20 business owners or stakeholders within your community and provide short stories and photo content for each business or stakeholder interviewed. The content could then be used for a robust social media campaign as well as content for your downtown website and other promotional materials.
- **Additional Technical Assistance Opportunities** – Master Level communities can request the development of new technical assistance opportunities to help meet the unique challenges that arise with increasingly sophisticated downtown revitalization efforts.

## Community Eligibility

To be considered for services, eligible local Main Street organizations must apply using the attached application. Applications will be reviewed by MMS staff.

The successful applicant for the Main Street technical assistance services will demonstrate the following:

- A. Is an active Master Level Main Street community in good standing with the program agreement and not implementing a remediation plan.
- B. The local Main Street organization must actively participate in the consultation process, including assigning a local team (including the director, board members and committee members) that will participate and lead the implementation of the service at the local level, scheduling focus group meetings and actively promoting meetings, providing data requested by consultant and potentially conducting surveys within the MSA.
- C. Relevant electronic materials that will inform the technical assistance service consultant or process must be immediately available and organized into clearly labeled files.

- D. The local Main Street organization must commit to covering any extra costs due to missing deadlines at the local level, costs related to workshops or presentations (such as beverages and food), publicity (flyers, brochures, posters and public notices in the newspaper), etc.
- E. The local Main Street organization will actively work to educate and inform property and business owners, city council and staff, other district stakeholders, and the broader community on the benefits of the technical assistance service process through such measures as public presentations/workshops, informational brochures/handouts, press releases on key steps in the process, etc.
- F. The local Main Street organization can demonstrate that they have resources and capacity to successfully utilize the technical assistance service resources provided to fully implement the plans and incorporate materials into subsequent workplans at the committee level.

## **Preliminary Schedule for Main Street Technical Assistance Services**

***Deadline for request forms: Friday, December 6, 2024 by 4:00pm***

- Email application to [youngl11@michigan.org](mailto:youngl11@michigan.org)
- Evaluation and selection of community. MMS staff will review applications and select communities to receive technical assistance services for FY24-25 and discuss individually with each community in January 2025.

Once the local Main Street organization has been selected to receive the service, the MMSC will work with the local Main Street program to outline a more detailed timeline for the technical assistance service process. For preliminary planning purposes, the MMSC anticipates the following timeline:

### *Submission of associated materials*

- To be eligible for the technical assistance service, relevant electronic materials, organized into clearly labeled files, must be immediately available. (Do not send these files to MMS; please hold for the service consultant.) Materials must be ready and available in an electronic format for delivery to the service consultant.

### *Pre-Service Virtual Meeting with Local Main Street Organization Team*

- The service consultant will conduct a pre-service meeting virtually to discuss goals and objectives for the service as well as provide a detailed explanation of the technical assistance service process. The local team will be left with action items to complete prior to the date of service.

### *Technical Assistance Service Process completed by consultant (virtually or on-site)*

### *Finalization of Main Street technical assistance service report/materials*

### *Delivery of the technical assistance service report/materials to the community*

### *Implementation of technical assistance service report/materials by the community through integration into local work plans at the committee level*

## TECHNICAL ASSISTANCE SERVICE REQUEST FORM

Please answer the questions on this request form accurately and to the best of your ability. ***Please email completed application to [youngl11@michigan.org](mailto:youngl11@michigan.org) by 4:00 PM on Friday, December 6, 2024.***

**NOTE:** To be eligible for the technical assistance services, community must meet eligibility criteria stated above.

### Community Information

- 1) Name of Local Main Street Organization:
- 2) Primary Contact:
  - Phone:
  - Email:
- 3) Composition of Local Technical Assistance Team (indicate affiliation with local Main Street organization: director, board, volunteer, committee, etc.):

### Technical Assistance Service Information

*\*Please note, we are asking your organization to list two potential technical assistance services but will only be providing one service to the organization. We want to gather information about your organization's priorities and needs in the coming year.*

- 4) In order of priority, list two technical assistance services that would best meet the organization's current needs:
- 5) What is the biggest reason your organization is prioritizing these technical assistance services? Describe the benefits of the technical assistance services to your organization.
- 6) Explain how the technical assistance service resources/materials will assist the local Main Street Organization with the implementation of the organization's transformation strategy to further the goals and measures of success for the district.
- 7) Provide an outline of a work plan for the implementation of the technical assistance services and how they would be incorporated into one of the organization's Committees for implementation.
- 8) What other Technical Assistance Services have you been provided in the past 3 years and what actions have been taken locally to implement the service?
- 9) When is the ideal time of the year for your community to go through the technical assistance service?



# IDEA FACTORY REPORT

Prepared for  
Downtown Bound Brook

Report prepared by Jaime J. Izurieta of Storefront Mastery for Downtown Bound Brook.

March 2024

The content provided in this report is strictly for informational and educational use and should not be considered as a complete architectural, design, or planning project. It is not intended to serve as a substitute for professional technical specifications, construction guidelines, legal counsel, or financial guidance. References to specific brands or products are for illustrative purposes only and should not be interpreted as endorsements. Any use of copyrighted images within this report is solely for educational purposes and should not be construed as an endorsement of any brands or as granting permission to use said images for any other purpose. Users should consult with qualified professionals for advice tailored to their specific circumstances before undertaking any project based on the information in this report.

Inquiries and follow up: [hello@storefrontmastery.com](mailto:hello@storefrontmastery.com)

Please visit [storefrontmastery.com](https://storefrontmastery.com) for additional resources, news and products.

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## WHO WE ARE



Welcome to Storefront Mastery, your gateway to revitalizing downtown experiences. Since our inception in 2017, we've become architects of the experience economy, at the vanguard of local business transformation: turning everyday storefronts into cornerstones of urban vibrancy and community engagement.

Our agency is built on a foundation of over twenty years of expertise in architecture, design, economic development, and small business management, making us uniquely equipped to drive urban renewal and economic vitality.

Our vision came into sharp focus as we navigated recent challenges, sparking a broader mission to invigorate local organizations, BIDs and main streets. We've become the allies of downtowns, providing the tools to create value and craft memorable experiences that transcend the ordinary. Our competitive edge lies in our ability to synthesize diverse disciplines: economics, hospitality, design, marketing and placemaking, into a cohesive blueprint for community renaissance.

Today, Storefront Mastery is more than a creative agency. We're a movement reshaping downtown

dynamics, fusing architectural savvy with a deep understanding of the local economic fabric. Our comprehensive approach enhances the physical storefronts, while redefining the essence of customer interaction, ensuring that every visit is an unforgettable chapter in the story of the community.

We are reimagining the future of downtowns. Our mission transcends mere aesthetics; we're catalysts for enduring economic vibrancy and champions of urban vitality. With each project, we reinvent the narrative of neighborhoods, ensuring that every interaction is not just a transaction, but a landmark moment in your community's story.

Together, let's craft not only the soul of the streets but the heartbeat of local economies, leaving a legacy of vitality and experience that echoes through generations.

## THE IDEA FACTORY



The Idea Factory Report crystallizes from an in-depth evaluation of local dynamics, exploring the potential within the local economic landscape. At Storefront Mastery, we are convinced that nurturing an environment in which local businesses can flourish is the most effective form of support—businesses that will reciprocate by enhancing streetscapes and fortifying community bonds.

The recommendations set forth in this document are rooted in a philosophy of agility and cost-effectiveness, advocating for an approach that embraces rapid prototyping, iterative development, and the substantial ripple effects of modest initiatives. Designed for swift adoption, these strategies dovetail seamlessly with ongoing economic growth, strategy formulation, and action plans.

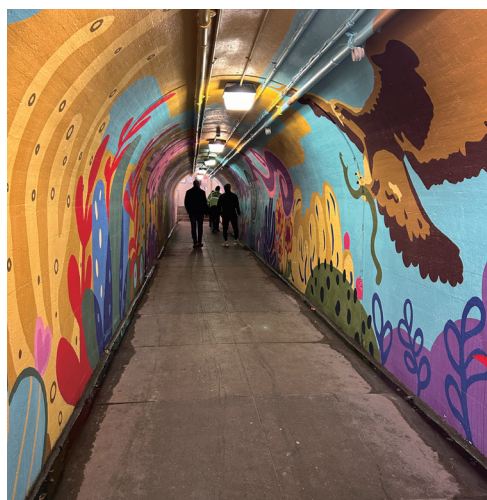
Our analysis kicks off with insights gathered during an area exploration, addressing five central urban challenges that the Idea Factory tackles. Each strategy is a targeted response to a specific issue, envisioned to deliver resolution upon its application. The presentations are structured methodically: they begin by identifying a challenge, then leverage a local resource that

can aid in addressing it, propose a tangible solution, provide a proven toolkit for assistance, outline a concise action plan, and suggest immediate “quick wins” that can quickly solidify or enhance a reputation.

The ideas presented are bespoke, sculpted by the unique circumstances and character of your locale. Many have a history of effectiveness in diverse settings and come with a strong record of success. The driving force behind these concepts is the vitality of local businesses—the engines of transformation, renewal, and the crafting of value and aesthetics within their towns and communities. These strategies are conceived to bolster their growth.

# FINDINGS

## WHAT WE SAW



Bound Brook is a diverse community, with a fantastic gastronomical offer and a well served tran station with connections with major cities in New Jersey and New York City. There are large redevelopment projects in progress, and new residents will be added to the downtown area.

Downtown streets like Main St. and Hamilton St. have a human-scaled right-of-way and an



array of narrow storefronts that supports a diverse commercial district where eateries from many places create a unique enclosure. There is a multiplicity of old buildings with rich history, which contribute tremendously to the quality of downtown Bound Brook.

Local assets include the Brook theater, the Voorhees building and the Bound Brook train station, with landmarks like



the 1913 passage and the newly rehabilitated station hall.

Areas where focused strategies can improve the perception of downtown Bound Brook include the continuity of the urban fabric and the message, the brand recognition, and the wayfinding.

The location of the most visible assets is privileged and positions downtown Bound Brook to become a highly attractive destination.



## KEY URBAN ISSUES

Things that are named come to pass. The elements of a stellar place brand are local stories, local assets and a recognizable identity. Branded components of the built environment such as wayfinding, informative banners and decorative street furniture and fixtures can render a place recognizable, convey its core message and stand as the bedrock for the consolidation of common values and community building.

Branding is typically designed with strong community input and covers both the graphic and architectural aspects of the built environment.



The continuity of the fabric is the single most important component of "Walk Appeal". This concept is a measure of the role of the quality of a street or district in its users' decision to walk. Walkability focused districts attract more foot traffic, offer increased opportunities for business owners to invite existing and prospective customers into their stores, and bring added sales and attention.

Stitching the fabric requires reducing the priority for parked cars and keeping the walk interesting.





The overarching goal of most municipalities in the current Experience Economy is to become destinations able to capture customers' time and provide opportunities to spend it well. A trip to downtown includes a walk, shopping, dining and coffee, the journey along the local streets and the interaction with different display windows, storefronts, outdoor dining areas and street-level activity serves as the backbone of a successful marketing campaign.

To become attractive destinations, the entire downtown must behave as a host, welcoming guests with outstanding hospitality and providing unforgettable moments to both tftlocals and visitors.

# STRATEGY

In the following pages you will find five strategies with a logical progression, from the initial development of a character, voice and visual image, to the marketing moves to build up civic pride and position Bound Brook as a memorable destination. Follow me. I know you'll shine.

Below each strategy you'll find three sets of icons. The number of icons in each set determines the level of difficulty

-  Work
-  Cost
-  Time

## BRAND IT

A brand is not just a visual system. It's the perception users have of our downtown. We'll help you make it spectacular.

1

## STAGE IT

Arrange the house by putting out your best face. Organize the local businesses to become anchors for visitors and magnets for sales.

2



## ACTIVATE IT

Downtown is a show. Each business is a performer. Become the best hosts and make downtown unforgettable

3

## DRAW IT

Craft the user's journey and create a fabulous downtown experience. Elevate the district and bring each business up with the tide.

4

## TELL IT

Let each performer tell their story with their lens and from their place. Let human faces and stories do their magic.

5

## BRAND IT



# 1

### ISSUE

*Downtown Bound Brook has splendid public spaces, good sidewalks, unique businesses and a diverse international food and cultural scene. It needs to boost its regional positioning as an attractive destination.*

### WINNING LOCAL ASSET

Bound Brook has no shortage of outstanding historic buildings that can easily anchor an asset-based revitalization process crafted around local narratives. Places like the Voorhees Building, the Bound Brook train station or the Brook Theater provide a background for

memorable journeys through the district that appeal to large swathes of the population and can help establish Downtown Bound Brook as a hub for international food, unique cultural offerings and great hospitality.



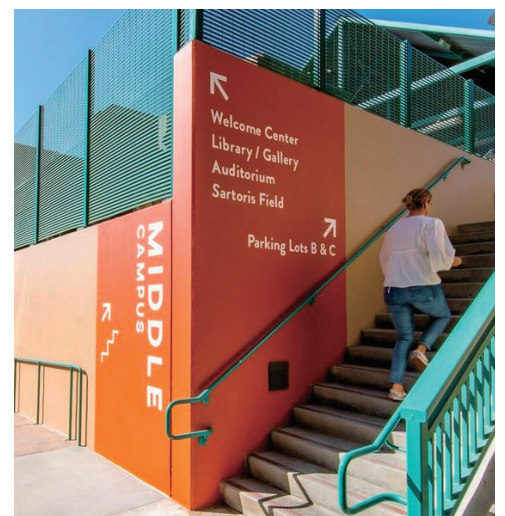
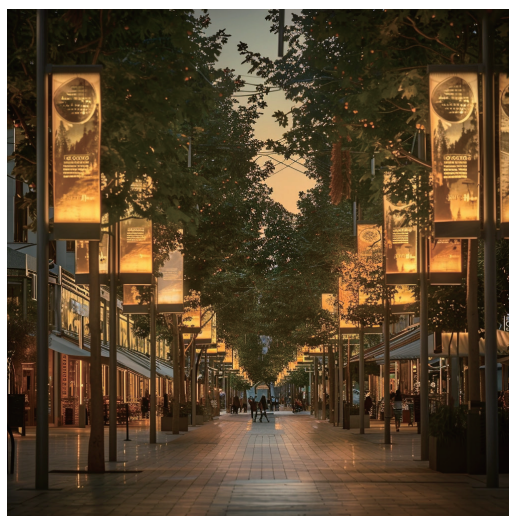
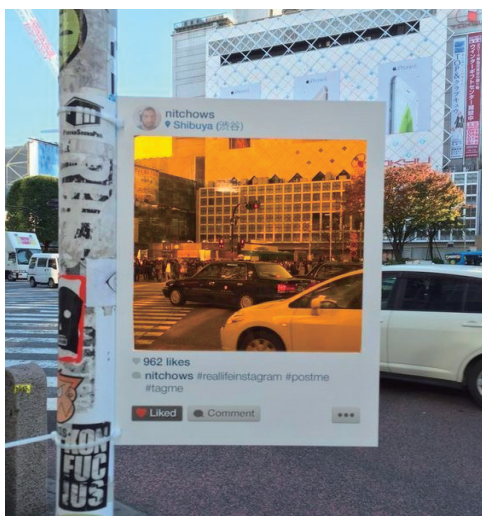
### BIG IDEA

Harnessing the collective intelligence and creative capital of local stakeholders, including residents, businesses, and civic organizations, we initiate a dialogue that collects experiential insights and authentic narratives that encapsulate the es-

sence of downtown, informing the development of a robust brand.

Through placemaking interventions ranging from curated street art installations to immersive pop-up activations, downtown becomes a real life laboratory for brand creation.

The objective is to integrate the brand narrative into the daily rhythms and rituals of downtown life, embedding it as a cherished and integral facet of the community's collective consciousness, and developing the destination's attractiveness from within.



## TOOLKIT

Place Branding is a creative strategy that will be utilized to sow the seeds of downtown's identity into the minds and hearts of those who live in and visit the area.

This approach will tap into the area's latent potential, transforming it into a narrated space where every corner has a story, every storefront echoes the community's ambition, and every

public space becomes a stage for public life.

The design process combines elements of known urban design methodologies such as Placemaking and City Marketing, to craft a comprehensive narrative that aligns with the values and vision of the community.

## ACTION PLAN

1. Partner with a Place Branding specialist who aligns with the community's values and vision.
2. Identify local champions who would be willing to host a Placemaking event in the neighborhood, preferably in their stores.
3. Organize a series of community meetings to gather input, stories, and insights from a cross-section of residents and stakeholders.
4. Analyze and synthesize the data collected to form the foundation of the brand narrative.
5. Develop a visual system and brand usage guide that encapsulates the area's identity and tells downtown's story.
6. Introduce the brand to the community through a strategic Placemaking campaign, utilizing events and physical branding elements.



## QUICK WIN

Initiate a temporary visual branding intervention. This could be a mural or a series of community-created art installations in the same vein as the station tunnel, which reflect the emerging brand narrative. Start with one highly visible location, which can be Hamilton St. and Hamilton Plaza, and involve local artists and community members in the design and execution. This visible change acts as a conversation starter and a tangible symbol of the area's commitment to its revitalization, sparking interest and building momentum for the more comprehensive branding efforts to come.

Timeline: 3 to 5 months



## STAGE IT



# 2

### ISSUE

*Reputations, in urban places, are made in small geographical areas. Downtown Bound Brook is large, and its many assets need a thread to unify them around the local identity and character.*

### WINNING LOCAL ASSET

The abundant cultural diversity found in the local assets, businesses, and cultural institutions within the downtown present a stellar opportunity to consolidate and fortify the district's identity. Serving as both a foundation and catalyst,

the places and the people who build them define the essence of the community.

The tremendous value they add can contribute to the creation of an outstanding downtown experience.



### BIG IDEA



Real Estate advisors come to houses they list and decorate them for photographs and viewings. This process turns the house into a stage where the play is the lifestyle they promise to whoever purchases the home.

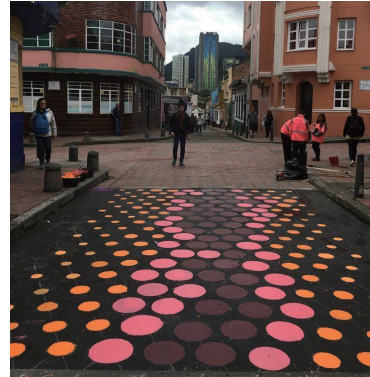
Urban places go through the same phases when we decorate them to turn them into stages where the play is the lifestyle that the combined efforts of local businesses promise.

By introducing color, bringing the inside out, providing seating opportunities and telling the brand story, downtown can provide a stage where the stories of locals and visitors will unfurl.

The objective is to work together with local business owners in a series of strategies that they implement on their own, in partnership with other businesses, and with DTBB.

## TOOLKIT

Color has been used in cities for centuries to highlight identity and to add vitality. Bursts of color can boost the mood and enhance the experience. Whether it's asphalt art of underpass murals, encasing trees and utility poles with color elements or storefronts spilling over to the sidewalk, color sends an easy to read message and supports the branding. Bound Brook has precedent in the use of color.



## ACTION PLAN

**1. Ideation Workshop:** A gathering of local business owners within an identified site area to collectively develop the vision, scope and collaboration strategies that will define the look and feel of the staging process, available resources and technical assistance.

**2. Collaboration with Artists:** Partner with local artists and muralists to translate the community's vision into art to support the stage setting. Local artists that can help tell the story should be prioritized.

**3. Technical Assistance:** Select a partner to help implement the brand vision at the district level and the individual implementations at business level. DIY, collaborative and in kind efforts from the community to leverage the richness of individual contributions are a critical component.

**4. Implementation:** Coordinate individual interventions, and district-wide collaborations. Tell a cohesive story of the area using murals, informational plaques, and interactive elements like QR codes

linking to historical or cultural information.

**5. Promotion and Engagement:** Leverage social media and local media outlets to promote the process, building anticipation and encouraging community participation.

**6. Launch Event:** Organize a launch event to unveil the completed installations, celebrate the artists and business owners, and acknowledge the community's contributions.

## QUICK WIN

A rapid implementation could involve setting up a single-day, pop-up event that showcases the contributions of businesses in the selected area. This quick win provides an immediate visual anchor that begins to delineate the neighborhood's identity and generates buzz for further community engagement and participation.

Timeline: 3 to 5 weeks



## ACTIVATE IT



# 3

### ISSUE

*There is a lack of consistent and sustainable social capital, due to the prevalence of auto oriented land uses and dearth of public spaces for congregation.*

### WINNING LOCAL ASSET

The area referenced in Strategy No. 2, Stage It, is small, dense, and has several points where nooks can be activated with a pop-up or more long-term efforts. These spaces

share characteristics such as their human scale, the enclosure with several iconic elements (such as the three mural-worthy walls), and their high visibility near major landmarks.



### BIG IDEA

Inspired by the creative spirit of Pasadena's Colorado St. Bridge Party or Paris' "White Dinner" where everyone dresses in white and attends a dinner in a public place, unknown until the very last minute, a vision emerges to activate one or several nooks in the Hamilton St.-Hamilton Plaza area, into a bustling community hub.

Imagine a space you walk by every day, transformed with decorations,

lights, a stage for live music, and a large table where everyone in the community is welcome.

The true value of this concept lies in the sense of togetherness it cultivates. As neighbors gather and engage in the most friend making activity: eating, the ties of community strengthen. The place becomes a catalyst for unity and shared identity.

The idea includes an open invitation to local food trucks, musicians, magicians and other performers, as well as local businesses that contribute to downtown's dynamic scene.

This strategy aims to sustain the district-wide Placemaking interventions, both socially and financially, while cultivating a collective sense of investment and belonging among those it serves.



## TOOLKIT

Outdoor dinners take quite some time to plan, implement and coordinate. They require hard work. The thing that they most need is stewardship to continue its ripple effect. On the evening of the dinner everything shines: the food, friends and atmosphere are fabulous.

The seed for a true Bottom-up

revitalization and transformation of the place into a destination lies in the continuity of its mission. .

The Placemaking toolkit for community engagement to host the dinner is complemented with DTBB's work to take on the stewardship and pushing the energy on.



## ACTION PLAN

**1. Partner** with NJ Transit, the owners of the lot at Main and Hamilton, or the Borough, to temporarily transform either the station parking, the lot or Hamilton St. into a patio.

**2. Coordinate** the event. Designate a manager to handle daily operations and foster the online community, bring food vendors, performers and equipment, and get necessary permits.

**3. Plan** the event with enough time, so that food, furniture, entertainment and other components manifest the brand, tell the story and open the door for future events and, hopefully, a permanent redesign of public places.

**4. Follow up** with marketing efforts, getting testimonials, building up a case for turning public spaces permanent, and guarantee the stewardship of the brand and memories from the event.



## QUICK WIN

Coordinate with businesses that would stand to gain from pedestrianization of Hamilton St. and steer them into creating outstanding outdoor experiences for locals and visitors. These can presage the larger events and build up the community's pride and drive to scale up into larger, farther reaching, recurring events.

Timeline: 2 to 3 months



## DRAW A JOURNEY



## 4

## ISSUE

*Gaps in the urban fabric, such as large parking lots or blank façades often result in a weakened sense of community and belonging. Local businesses and residents can grow disconnected from the collective spirit and stories.*

## WINNING LOCAL ASSET



Landmark buildings, as discussed in Strategy No. 1, are anchors that contribute immensely to the construction of a brand. A destination is a place which has achieved a match between the brand message and the offering and, communicates the collective

appeal of the district. The potential to craft a customer journey that pauses at major landmarks is great. As the story of downtown gets told, engagement with local businesses increases and the entire downtown attracts more foot traffic.

## BIG IDEA

Journeys through downtown areas are similar to those in retail stores. They craft a customer journey that each user will follow, and where highlighted products and services are displayed in a predetermined manner so that customers will be exposed to the brand story, experience the lifestyle that the

brand offers. Along the journey, they purchase goods to remind them of the time spent interacting with the brand.

The Idea behind the creation of a memorable downtown journey revolves around the creation of immersive experiential stations in key points along downtown streets.

These will act as wayfinding, educational elements and storytelling tools to help convey the message, vision and values of Bound Brook. Less immersive but equally interactive “Easter Eggs” along the journey support the wayfinding, educational and storytelling purposes.





## TOOLKIT

The concept of Exploratory Wayfinding involves deploying a system of uniquely designed wayfinding installations, such as parklets, immersive pods, colored walkways and others, that generate brand and place recognition, and orient the user without using conventional directional wayfinding.

These installations will adopt color coding and symbols that emerge from a collaborative design process, ensuring they resonate with the community's identity.

The wayfinding stations will serve as both a navigational aid and an invitation to explore, enhancing safety and enriching the pedestrian experience with a sense of adventure.



## ACTION PLAN

1. Design the journey, including the route, wayfinding strategies, and the placement of experiential stations and interactive elements.
2. Design and plan the experiential stations, considering interactive elements, educational materials, storytelling techniques, and potential partnerships with local artists or organizations.
3. Determine where the “Easter Egg” interactive elements will be implemented. For inspiration look at the utility box art above.
4. Identify potential sources of funding, such as grants, sponsorships, or crowdfunding campaigns.
5. Establish partnerships with local businesses, artists, educational institutions, and community organizations to contribute to the experiential stations and interactive elements.
6. Carry on the implementation process by setting up the stations and installing the interactive elements along the designed route.
7. Conduct training sessions for volunteers or staff who will be involved in the execution of the experience.
8. Launch the downtown journey with a marketing campaign, monitor its progress and evaluate any modifications to the route, placement or design.

## QUICK WIN

Design one immersive station and install it in a central place in downtown. Hamilton Square or the access to the station tunnel are ideal spaces. Monitor the interaction of the users with the pod, gather feedback and use data, and launch a preliminary marketing campaign based on users' interaction with the pod and their feedback.

Timeline: 3 to 5 months

## TELL THE STORY



# 5

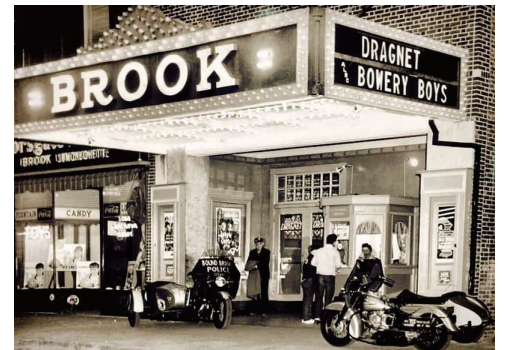
### ISSUE

*An urban place is not likely to become an attractive destination if there is no communication of its highlights, the value it creates for people and the transformation that it offers to its users, local and visiting, goes unnoticed.*

### WINNING LOCAL ASSET

The diverse and inspiring tales that permeate downtown. By providing a platform for these narratives to take center stage, DTBB is promoting an environment where the human faces behind these stories become the catalysts for positive change.

Through its efforts in capacity building, leadership development, and stakeholder engagement, DTBB can cultivate an ecosystem that invites local entrepreneurs to create shared value, while nurturing a sense of ownership and pride.



### BIG IDEA

A dynamic storytelling campaign positioned at the heart of our efforts, designed to elevate the narratives of local entrepreneurs and artists. It's about harnessing the area's inherent vibrancy and translating it into stories that resonate widely, casting a spotlight on downtown Bound Brook's potential.

This campaign will not only broadcast the success tales of its residents but will also become the mouthpiece for the area's ongoing revitalization, engaging a broader audience to participate in and contribute to the local renaissance.

Through this initiative, the essence of the community's spirit will be shared, inviting investors and leaders to experience downtown's transformation firsthand.



## TOOLKIT

Humans of NYC is a groundbreaking digital platform dedicated to sharing the authentic personal stories of New Yorkers from all walks of life.

It transforms anonymous individuals into familiar faces, humanizing the city, promoting profound connections between locals, visitors,

and the urban landscape. Irrespective of socioeconomic status or renown, Humans of NYC provides an inclusive canvas for genuine storytelling, peeling back the layers of anonymity that often characterize metropolitan living and inviting audiences to forge emotional bonds with their fellow citizens.

By cultivating empathy, understanding, and a sense of community, this pioneering initiative shapes the way we perceive and engage with the urban fabric, ultimately creating a more inclusive and compassionate world, one story at a time.

## ACTION PLAN

**1. Identify Candidates:** Select a diverse group of entrepreneurs, artists and beloved local legends who embody the spirit and vision of Downtown Bound Brook's past and future.

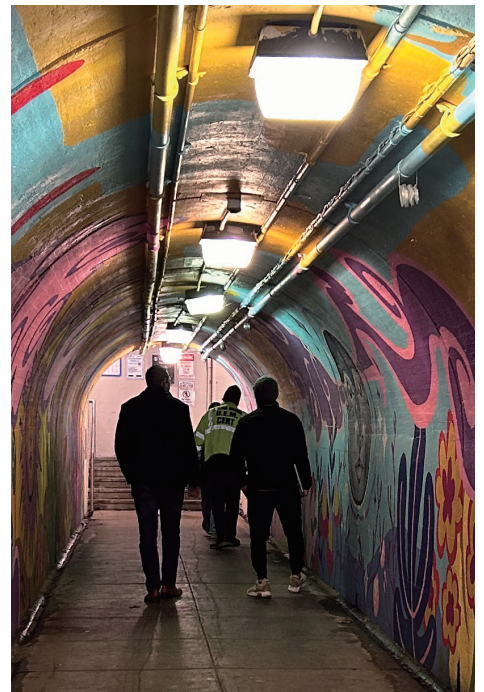
**2. Content Creation Framework:** Develop a consistent storytelling format that captures the essence of local entrepreneurs' journeys, their businesses, and their contributions to the community.

**3. Craft Narratives:** Work with these individuals to craft compelling narratives that showcase their journey, their business, and their vision for the community.

**4. Visual Storytelling:** Produce high-quality photo and video content that can be shared across digital platforms, capturing the attention of both residents and external audiences.

**5. Amplification:** Partner with local media, cultural institutions, or schools to create a broad platform for the stories, including podcasts, local radio segments, and community events.

**6. Story Ambassadors:** Engage with influential community members who can act as ambassadors for the campaign, sharing and promoting content within their networks.



## QUICK WIN

Feature a particularly inspiring local entrepreneur or artist on social media, showcasing their story in a short video or photo essay. This piece should be compelling, easily shareable, and highlight the unique character of Bound Brook. By choosing someone with a strong community presence or following, you leverage their network for broader reach. This not only garners immediate attention and engagement but also sets a precedent for the storytelling campaign, encouraging others to participate and anticipate future stories.

Timeline: 6 to 8 weeks.



# IDEA FACTORY REPORT

Prepared for  
**Downtown Bound Brook**

March 2024





301 W. MAIN • OWOSSO, MICHIGAN 48867 • (989) 725-0570 • FAX (989) 723-8854

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# ***MEMORANDUM***

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DATE: December 4, 2024

TO: Owosso Main Street & Downtown Development Authority

FROM: Lizzie Fredrick, OMS & DDA Executive Director

SUBJECT: Owosso Main Street Strategic Plan

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## **BACKGROUND:**

Joe Borgstrom from Place + Main Advisors has asked for the Board to review the attached draft of the Owosso Main Street Strategic Plan. Staff has provided recommendations for the committee responsible and a timeline for each action plan and seeks the Board's input.

### Document Revisions

- The Strategic Plan will be updated with goal #2 and goal #4 from page 7 matching the implementation plan on page 8 and page 9.
- The Strategic Plan will be updated to reflect the same date range throughout the document.

## **FISCAL IMPACT:**

None.

## **MOTION TO CONSIDER:**

None.

## **ATTACHMENTS:**

OMS 2025-2030 Draft Strategic Plan

# OWASSO

## MAIN STREET



**STRATEGIC PLAN  
2025-2030**



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# ABOUT THIS STRATEGIC PLAN

Welcome to the Owosso Main Street DDA Strategic Plan—a comprehensive guide designed to revitalize our downtown and secure a thriving future for generations to come.

As an active Main Street organization, we recognize the central role our historic downtown plays in Owosso's identity, bringing together residents, businesses, and visitors in a shared, vibrant space. This Strategic Plan reflects the vision and dedication of local stakeholders, businesses, residents, and community leaders, all committed to energizing our downtown. With a clear focus on sustainability, inclusivity, and economic resilience, this plan aims to unlock Owosso's potential, honor our unique heritage, and build a dynamic Main Street that embodies our community's pride and ambitions.

Join us in this transformative journey to shape the future of downtown Owosso. Together, we'll honor our past, enliven our present, and create a Main Street that stands as a model of community strength and innovation, inspiring others well beyond our city limits.

This plan has been made possible through the generous support of Michigan Main Street.



# STRATEGIC PLAN PROCESS



## PREVIOUS SURVEY REVIEW

A thorough analysis of a recent “Pulse Survey” (conducted by Michigan Main Street) was undertaken. The results of this survey were shared with the board during the retreat.



## VOLUNTEER SURVEY

A survey of the organization’s volunteers was conducted to gather their input into the unique challenges and opportunities the district faces from their perspectives.



## STRATEGIC PLANNING RETREAT

The Board of Directors met in a facilitated strategic planning retreat to review stakeholder input and to develop and/or refine the organization’s Vision and Mission Statements and to establish goals for the next five years.

# STRENGTHS, WEAKNESSES, OPPORTUNITIES & THREATS

On October 18, 2024, a Strategic Planning session was held in Owosso to gain insight from the Board of Directors on what they saw as the biggest strengths, weaknesses, opportunities, and threats (SWOT) were to Owosso Main Street (OMS) Program. Attendees provided more than fifty points of conversation and were asked to rank their top three choices in each of the four categories. These highest ranking responses (with total points in parentheses) for the SWOT are below.

**S**

## STRENGTHS

What INTERNAL strengths does the organization have that are within OMS' control?

Available Assets (12)  
Lebowski/Arts + Culture (9)  
History/Architecture (6)

**W**

## WEAKNESSES

What INTERNAL aspects of OMS are holding it back from success?

Infrastructure (14)  
Lack of Retail/Restaurants (8)  
State Highway (M-21) (4)

**O**

## OPPORTUNITIES

What EXTERNAL factors offer potential for OMS to thrive?

Fill Empty Buildings/Business Recruitment (18)  
Traffic Calming on M-21 (6)  
Exchange Street Orientation (5)

**T**

## THREATS

What EXTERNAL factors put the OMS' success at risk?

Low Tax Base (10)  
Encroaching Corporate Retail (9)  
Lack of High Paying Jobs (8)

# VISION & MISSION STATEMENTS

## Vision Statement

Our downtown, bright with promise and potential, captures the spirit of community. It is a gathering place to work, eat, play, and stay. Downtown Owosso is rich with opportunities in art, entertainment, business, and development. Owosso Main Street unites individuals, businesses, and local government to revitalize our historic downtown. It is a comprehensive approach that focuses on community assets and partnerships to preserve and promote historic Owosso.

## Mission Statement

Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by supporting historic preservation and promoting redevelopment, drawing both local residents and visitors to our city.



# STRATEGIC GOALS

## GOAL 1

Support New and Existing Businesses, Help Create Entrepreneurs, and Attract Developers

## GOAL 2

Promote and Expand Arts & Culture Opportunities

## GOAL 3

Ensure Downtown Owosso is an Attractive Place Where Infrastructure is Maintained and Enhanced to Improve the Aesthetics and Functionality

## GOAL 4

Maintain and grow the Owosso Main Street organization to ensure it has the human and financial resources it needs to fulfill its mission

# IMPLEMENTATION PLAN

## GOAL #1

**Support New and Existing Businesses, Help Create Entrepreneurs, and Attract Developers**

ACTIONS	RESPONSIBLE PARTY	TIME FRAME
Obtain and Promote Market Data	Community	Immediate (1-2 years)
Update Building and Business Inventory	Community	Immediate
Promote Vacant Properties & Create Custom Marketing Materials	Community	Short-term (1-2 years)
Organize Business Roundtables	Community	Immediate (1-2 years)
Organize, Launch, and Maintain Revolving Loan Fund (RLF)	Community	Immediate
Conduct Business Recruitment	Community	Short-term (1-2 years)
Obtain Professional Photography of Downtown	Promotion	Immediate (1-2 years)
Assist in Redevelopment of Key Properties	Community	Short-term (1-2 years)

## GOAL #2

**Attract Talent and Entrepreneurs to Help Fill Downtown Vacancies and Storefronts**

ACTIONS	RESPONSIBLE PARTY	TIME FRAME
Evaluate Existing Events for Purpose, Profitability	Promotion	Immediate (1-2 years)
Promote Lebowski Theater and Shiawassee Arts Center	Promotion	Immediate
Create Murals or other public art in Downtown	Design	Short-term (1-2 years)
Create and Execute Storefront Competition	Promotion	Immediate (1-2 years)

# IMPLEMENTATION PLAN

## GOAL #3

**Ensure Downtown Owosso is an Attractive Place Where Infrastructure is Maintained and Enhanced to Improve The Aesthetics and Functionality**

ACTIONS	RESPONSIBLE PARTY	TIME FRAME
Weed public spaces, Painting curbs, etc., Planting/Trees	DesiCC	□ □ □ □ □
Consistently Improve Landscape and Streetscape (consistent with Master Plan and Capital Improvement, and TIF Plans)	DesiCC	□ □ □ □ □
Assist in Façade Improvements; Create and Execute Façade Grant Program	□ □ □ □ □ m□ □ □ □ □	Short-term (□-□ years)
Improve Public Lighting in Streetscape Elements	DesiCC	Short-term (□-□ years)
Plan and Implement Traffic Calming on M-21	DesiCC	Short-term (□-□ years)
Plan and Execute Pedestrian Improvements	DesiCC	Immediate (1-2 years)
Create a Greater Connection to the Shiawassee River	DesiCC □ □ □ □ □	Short-term (□-□ years)

## GOAL #3

**Help Create an Environment That is Friendly to Families, Businesses, and Other Stakeholders**

ACTIONS	RESPONSIBLE PARTY	TIME FRAME
Promote the Activities and Accomplishments of Main Street Owosso	□ □ □ □ □ □ □ □ □ □	□ □ □ □ □
Create and Execute Volunteer Recruitment Plan	□ □ □ □ □	Immediate (1-2 years)
Create and Execute Fundraising Plan	□ □ □ □ □	Immediate (1-2 years)
Volunteer Appreciation & Recognition	□ □ □ □ □	Immediate (1-2 years)
Report Out Monthly at City Council Meetings for the Purpose of Improving Relationships	□ □ □ □ □	□ □ □ □ □





**OWOSSO**  
**MAIN STREET**



STRATEGIC PLAN FACILITATED + CREATED BY:

**PLACE**  
**+MAIN**  
ADVISORS

# **MINUTES**

## ***OMS ORGANIZATION COMMITTEE***

### **REGULAR MEETING**

Tuesday, November 12, 2024, 2:00 p.m.

City Hall; 301 W. Main Street



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

**Called to order at 2:00 p.m.**

**Present:** B. Gilbert and D. Woodworth

**Absent:** J. Moore

**Staff:** L. Fredrick

### **Board Member Attendance**

Committee asked Fredrick to track Board Member attendance noting if an absence is excused or not.

### **Volunteer Appreciation Event Recap**

Committee reviewed the Volunteer Appreciation Event work plan and shared their feedback of the event.

Fredrick noted that approximately 35 people were in attendance and that the event went over budget by \$68 even though it was still within the Organization Committee's overall budget.

Woodworth acknowledged that an increase to the event budget could cover a venue so there's less setup and cleanup for the volunteers.

### **2025 Main Street Technical Assistance Service**

Fredrick presented Downtown Bound Brook's Idea Factory Report and reviewed Michigan Main Street's list of annual technical assistance services.

Committee discussed the need to focus on Owosso Main Street's communication and branding.

Gilbert and Woodworth agreed to recommend the Idea Factory Report as the first choice for the 2025 Main Street Technical Assistance Service and the Main 5 Communication Plan as the second choice.

### **Annual Sponsor Guide**

Committee finalized the 2025 Sponsor Guide and agreed to review it for updates in September 2025.

**Director Updates:**

None.

**Committee Comments:**

None.

**Next Meeting:**

Tuesday, December 10th at 2:00 p.m. at City Hall; 301 W. Main Street

# **MINUTES**

*OWOSSO MAIN STREET  
PROMOTION COMMITTEE*

## **REGULAR MEETING**

Thursday, November 14, 2024, 8:00 a.m.  
City Hall; 301 W. Main Street



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

### **Called to order at 8:02 a.m.**

**Present:** J. Davis, B. Atkins and P. Vreibel, J. Hankerd

**Absent:** S. Maginity

**Staff:** L. Fredrick

### **Glow Owosso**

Hankerd provided updates on the Glow Owosso event including parade unit registration.

Fredrick updated the Committee on Glow sponsorships and expenditures.

### **Chocolate Walk**

Fredrick confirmed that the Lebowsky Center for Performing Arts will be selling the Chocolate Walk tickets for 2025.

Committee discussed ticket quantity and cost for 2025 compared to previous years and decided to increase the quantity to 350 to accommodate more guests and increase the ticket price to \$15 to cover credit card processing fees.

### **Committee Comments:**

None.

### **Next Meeting:**

Thursday, December 12, 2024, at 8:00 a.m. at City Hall; 301 W. Main Street

# **MINUTES**

*OWOSSO MAIN STREET*

*DESIGN COMMITTEE*

## **REGULAR MEETING**

Thursday, November 14, 2024, 1:30 p.m.

City Hall; 301 W. Main Street



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

**Called to order at 1:30 p.m.**

**Present:** D. Drenovsky

**Absent:** L. Weckwert, A. McGuire, J. Ross, J. Ardelean and E. Olson

**Staff:** L. Fredrick

### **Fountain Park Summer Expansion**

Fredrick and Drenovsky discussed the timeline for the Traffic Control Order request, seating, shade, vegetation, and barricade placement and appearance.

### **Committee Comments:**

None.

### **Next Meeting:**

TBD at City Hall; 301 W. Main Street.



# **MINUTES**

*OWOSSO MAIN STREET  
ECONOMIC VITALITY COMMITTEE*

## **REGULAR MEETING**

Tuesday, November 19, 2024, 1:00 p.m.  
City Hall; 301 W. Main Street



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

### **Called to order at 1:00 p.m.**

**Present:** B. Meyer, L. Omer, D. Howard and R. Teich

**Absent:** None

**Staff:** L. Fredrick

### **Business of the Month Program**

Committee presented their nominees for the December Business of the Month.

### **Revolving Loan & Grant Program**

Committee reviewed and finalized the Loan Application, Grant Application, and Scoring Rubric for the Revolving Loan & Grant Program.

Committee discussed including local franchises as eligible applicants in future revisions of the program.

Committee agreed to revisit establishing a minimum rubric score for approval during the Fiscal Year 2025-2026 program revisions.

Committee established Façade Improvement, Full-Service Dining, and Evening & Weekend Activation as its top three program priorities for the current fiscal year.

### **Director Updates:**

Fredrick confirmed that City Council authorized to write off the loan associated with Capitol Bowl in the amount of \$72,777.96.

Fredrick presented the Owosso Main Street Draft Strategic Plan for 2025 – 2030.

### **Committee Comments:**

None.

### **Next Meeting:**

Tuesday, December 17th at 1:00 p.m. at City Hall; 301 W. Main Street