

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

December 4, 2024, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Chair Bill Gilbert at 7:30 A.M.

ROLL CALL: Taken by Lizzie Fredrick

PRESENT: Chair Bill Gilbert, Vice-Chair Lance Omer and Commissioners Daylen Howard, Jill Davis, Emily Olson, Mayor Robert J. Teich Jr. and Josh Ardelean. Ardelean left at 7:57 A.M. and returned at 8:29 A.M.

ABSENT: Commissioner Dakota Woodworth

STAFF PRESENT: Lizzie Fredrick, OMS & DDA Director

AGENDA:

MOVED BY OLSON SUPPORTED BY HOWARD TO APPROVE THE DECEMBER 4, 2024, OWOSSO MAIN STREET AND DOWNTOWN DEVELOPMENT AUTHORITY AGENDA AS PRESENTED.

**AYES: ALL
MOTION CARRIED**

MINUTES:

MOVED BY HOWARD, SUPPORTED BY OMER TO APPROVE THE NOVEMBER 6, 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 Draft Audit for Fiscal Year 2023-2024.

Gilber asked Fredrick to determine if the Electric Vehicle Charging Stations are breaking even, losing money, or making a profit.

Omer noted an increase in revenue from October to November.

Olson acknowledged that November 10th had seven charging sessions.

ITEMS OF BUSINESS:

- 1. 2025 OMS & DDA Meeting Schedule:** Fredrick presented the OMS & DDA Meeting Schedule and noted that the Board will meet on the second Wednesday of the month in January and July due to holidays falling within the first week of those two months.

MOVED BY GILBERT, SUPPORTED BY ARDELEAN TO ADOPT THE 2025 OWOSSO MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY MEETING SCHEDULE.

**AYE: ALL
MOTION CARRIED**

2. **2025 Sponsor Guide:** Gilbert presented the 2025 Sponsor Guide created by the Organization Committee, which includes year-long and one-time sponsorship opportunities.

Olson asked if the Organization Committee will attribute a value system for recognition of each volunteer's fundraising efforts.

3. **2025 Michigan Main Street Technical Assistance Service:** Fredrick presented the MMS Technical Assistance Request Form and the Idea Factory Report for Downtown Bound Brook.

**MOVED BY ARDELEAN, SUPPORTED BY HOWARD 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.
AYE: ALL
MOTION CARRIED**

4. **2025-2030 Strategic Plan:** Fredrick presented the Draft Strategic Plan including implementation plans identifying the responsible committees and time frame for each action.

Davis noted the importance of regularly revisiting the Strategic Plan for accountability purposes.

COMMITTEE UPDATES:

1. **Organization:** Gilbert confirmed that the Organization Committee will be tracking excused and unexcused absences for Board Members at Board meetings and Committee meetings.

Gilbert asked the Board to stay true to the commitment they made to attending Board and Committee meetings.

Gilbert confirmed Allie McGuire's resignation from the Board.

2. **Promotion:** Davis provided updates on the Chocolate Walk including a ticket price increase to accommodate credit card processing fees, an increase in the quantity of tickets available to accommodate more guests, and an increase in the length of the event to allow more time for guests to visit all participating businesses.

Fredrick confirmed that the prizes for the Glow Parade will be gift cards to downtown businesses.

Board discussed the addition of fireworks to the Glow Owosso event being a positive decision and the visibility based on the spectator's location.

Gilbert recommended hosting an information session for businesses participating in the Chocolate Walk to help them strategize how to handle the day of the event and maximize their investment.

Olson suggested that businesses could create a promo code for Chocolate Walk guests to return and use at their business on a later date.

3. **Design:** Fredrick shared that the November Design Committee meeting was dedicated to the Fountain Park Seasonal Expansion and that the plan is to have a presentation compiled from the Design and Promotion Committees to answer questions, alleviate concerns, and help community members envision the gathering space and events that would be created with this project.

4. **Economic Vitality:** Howard noted that the Revolving Loan & Grant Program applications and scoring matrix have been finalized with the next revisions scheduled for the end of spring 2025 and that the program marketing is next on the Committee's agenda.

Fredrick confirmed that the Revolving Loan & Grant Program revisions were approved by the City Council.

DIRECTOR UPDATES: Fredrick confirmed that the City Council approved the Social District Expansion.

BOARD COMMENTS: Olson shared that the Main Street holiday décor is almost complete besides wreathes for City Hall, lights for the City Hall Christmas trees, and that she would like lights to highlight the nutcrackers.

Teich noted there have been a lot of compliments on the nutcrackers.

Howard acknowledged everyone did a fantastic job with the Glow Owosso event.

Teich shared that the Glow Committee and Public Safety Department are looking into relocating the Glow Parade route to Main Street to better accommodate the growth of the parade and audience.

Olson suggested purchasing igloos and having them for a VIP Glow Experience.

ADJOURNMENT:

**MOVED BY OLSON, SUPPORTED BY ARDELEAN TO ADJOURN AT 8:35 A.M.
AYES: ALL
MOTION CARRIED**

NEXT MEETING JANUARY 8, 2024.

DRAFT