

MINUTES

**REGULAR MEETING OF THE
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET**

CITY OF OWOSSO

MARCH 2, 2022, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Chairman Jon Moore at 7:35 A.M.

ROLL CALL: Taken by Deputy City Clerk Carrie Farr

MEMBERS PRESENT: Chairman Jon Moore, Vice-Chairman Brianna Carroll, Commissioners: Dave Acton, Josh Ardelean, Bill Gilbert, Sue Osika and Melissa Wheeler. Josh Ardelean joined the meeting at 7:36 after roll call.

MEMBERS ABSENT: Kenneth Cushman

OTHERS PRESENT: Beth Kuiper, Director

AGENDA: IT WAS MOVED BY VICE CHAIR CARROLL AND SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE AGENDA AS PRESENTED.

AYES: ALL. MOTION CARRIED.

MINUTES: IT WAS MOVED BY AUTHORITY MEMBER OSIKA AND SUPPORTED BY AUTHORITY MEMBER CARROLL TO APPROVE THE MINUTES FOR THE REGULAR MEETING HELD FEBRUARY 9, 2022.

AYES: ALL. MOTION CARRIED.

PUBLIC COMMENTS: None

ITEMS OF BUSINESS:

1) CHECK REGISTER: FEBRUARY 2022 – Discussion regarding legal fees incurred, it was agreed the budget should include a line item to cover such fees in the future.

IT WAS MOVED BY VICE CHAIR CARROLL, SUPPORTED BY AUTHORITY MEMBER ARDELEAN TO APPROVE THE CHECK REGISTER FOR FEBRUARY 2022 AS PRESENTED.

AYES: ALL. MOTION CARRIED.

2) BUDGET REPORT – Authority Member Gilbert noted adjustments will be made in June for lines items that have exceeded budget.

3) CREDIT CARD RECONCILIATION – A positive balance exists due to a check being sent in error. It will be credited to the balance when the next charges are incurred.

4) SHIACASH REPORT – Attendees of the Chocolate Walk were encouraged to use their ShiaCash, along with participants in the Chamber of Commerce's St. Patrick's Day event.

5) CHARGEPOINT REPORT– Authority Member Omer reported a module was not working in one of the machines. Authority Member Osika asked for more detailed reports once usage increases. Director Kuiper noted things were operational and ready for next steps including Authority Member Acton scheduling a ribbon cutting.

6) BOARD RETREAT REPORT– The retreat held January 26, 2022 at Fosters Coffee included work on Program Flow Charts and review of the DDA’s Mission, Vision and Goals. A new tagline was suggested to replace, “Gather Around.” This new tagline will be included with the logo on all communications.

MOTION BY AUTHORITY MEMBER ARDELEAN, SUPPORTED BY AUTHORITY MEMBER ACTON TO APPROVE THE NEW TAGLINE, “LEARN OUR STORY. CREATE YOUR OWN.”

AYES: ALL. MOTION CARRIED.

7) CHAIRMAN LIGHTS–The packet included options A-D with visuals. The consensus among the Board was choice C. It was noted light poles will be replaced along Exchange Street. Existing poles will not be replaced one for one; every other will be a bollard (with power) due to increased light output.

8) 2022/2023 BUDGET – Authority Member Gilbert went over the budget and stressed the fact that committees for events will be made aware of their individual expenses and must raise funds to match expenses and profit. The one major change was on the income side, a line item was added for organization income to be raised by a committee to have as base funds. Authority Member Osika expressed concern over the line item “Christmas” budgeted at \$5,500.

BUDGET: IT WAS MOVED BY VICE CHAIR CARROLL AND SUPPORTED BY AUTHORITY MEMBER GILBERT TO APPROVE THE BUDGET WITH THE FOLLOWING CHANGE: LINE ITEM “CHRISTMAS” AT \$5500 WILL BE CHANGED TO GENERAL STREETScape EXPENSES.

AYES: CHAIRMAN MOORE, VICE CHAIR CARROLL, AUTHORITY MEMBERS ACTON, ARDELEAN, GILBERT, WHEELER, OMER.

NAYS: AUTHORITY MEMBER OSIKA.

ABSENT: AUTHORITY MEMBER CUSHMAN.

MOTION PASSED.

COMMITTEE UPDATES:

- 1) Streetscape & Beautification** – Discussion about Chairman lights and trees erroneously planted on Exchange Street. These will be removed and sold.
- 2) Promotion** – Chocolate Walk was a great success with 300 tickets sold and many out of town visitors. Considerations should be made for dates that overlap with other downtown events such as Lebowsky Center plays for parking concerns. Authority Member Osika asked that something be included on the back side of the map to promote Owosso.
- 3) Outreach** – It was noted John Hankerd has retired. Work is being done on the Influencer program.
- 4) Economic Vitality** – Authority Member Omer noted there are no RLF Loan applications at this time.

Small Business Meetups and Match on Main – Vice Chair Carroll noted Small Business Meetup will be next month at Books & Beans.

Optimize Main Street – Director Kuiper indicated seven businesses applied and were awarded.

Match on Main- The Board will apply on behalf of interested businesses.

R2R – Vice Chair Carroll gave an update regarding packets and window decals with QR codes for leasing information for empty buildings.

Board Continuing Education/Information: Main Street Conference is in Richmond, Virginia this year and will cost about \$2,000 for Director Kuiper's attendance.

MOTION BY VICE CHAIR CARROLL, SUPPORTED BY AUTHORITY MEMBER ARDELEAN TO APPROVE DIRECTOR KUIPER'S ATTENDANCE AT THE MAIN STREET CONFERENCE UTILIZING FUNDS FROM THE CONTINUING EDUCATION BUDGET LINE ITEM.

AYES: ALL. MOTION CARRIED.

Director Updates: Updates were provided throughout the meeting.

PUBLIC COMMENTS: None

BOARD COMMENTS: Authority Member Ardelean noted he encouraged the Chamber of Commerce to do a website push regarding ShiaCash.

ADJOURNMENT:

IT WAS MOVED BY VICE CHAIR CARROLL AND SUPPORTED BY AUTHORITY MEMBER OMER TO ADJOURN AT 8:49 A.M.

AYES: ALL. MOTION CARRIED.