

**MINUTES**  
**REGULAR MEETING OF THE**  
**DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET**  
**CITY OF OWOSSO**  
**APRIL 3, 2019 AT 7:30 AM**  
**CITY COUNCIL CHAMBERS**

**CALL TO ORDER:** The meeting was called to order by Chairman Dave Acton at 7:36 a.m.

**ROLL CALL:** Was taken by Recording Secretary, Debbie Hebert

**MEMBERS PRESENT:** Chairman Dave Acton, Mayor Chris Eveleth, Jon Moore, Lance Omer, Theresa Trecha, and Jim Woodworth.

**MEMBERS ABSENT:** Vice-Chairman Bill Gilbert, Kenn Cushman

**OTHERS PRESENT:** Josh Adams, Main Street Manager; Robert Doran-Brockway, Owosso Historical Commission

**AGENDA:**

**IT WAS MOVED BY AUTHORITY MEMBER MAYOR EVELETH AND SUPPORTED BY AUTHORITY MEMBER TRECHA TO APPROVE THE AGENDA FOR APRIL 3, 2019.**

**AYES: ALL. MOTION CARRIED.**

**MINUTES:**

**IT WAS MOVED BY AUTHORITY MEMBER MOORE AND SUPPORTED BY AUTHORITY MEMBER TRECHA TO APPROVE THE MINUTES OF MARCH 6, 2019.**

**AYES: ALL. MOTION CARRIED.**

**PUBLIC COMMENTS: NONE**

**ITEMS OF BUSINESS:**

**1) CHECK REGISTER**

**IT WAS MOVED BY AUTHORITY MEMBER WOODWORTH AND SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE CHECK REGISTER FOR MARCH, 2019 AS PRESENTED.**

**AYES: ALL. MOTION CARRIED.**

**2) BUDGET REPORT-** Nothing new to report. No resolution required as noted in agenda.

**3) 2019/2020 BUDGET APPROVAL** – Adams reports that the annual budget is a repeat of last year's budget with minor adjustments. Wages decreased. Downtown maintenance increased by \$9,000 and Educational and Training increased by \$500.

**IT WAS MOVED BY MAYOR EVELETH TO APPROVE THE 2019/2020 ANNUAL BUDGET AS PRESENTED AND SUPPORTED BY AUTHORITY MEMBER MOORE.**

**AYES: ALL. MOTION CARRIED.**

**4) OMS/DDA WEBSITE – Discussion** - Adams explored the newly created website with the Board. It is now live but is not being pushed. Maintenance of the website is provided free of charge to Owosso Main Street. Businesses will have the ability to link to their facebook and websites along with online shopping. Attractions are highlighted. Daytrips will be a focus.

#### **COMMITTEE UPDATES:**

**1) Design & Business Vitality** – a walk thru the downtown took place identifying needed street scape improvements, flower bed updates, and tree removals. Requests for proposals will be sent to landscaping companies for bids.

It was prioritized to meet with the City to seek clarification on the city's responsibility toward the maintenance of the downtown area. Development is finding ways to create business not maintenance. The projected date is April 23<sup>rd</sup>. Suggestions were made to prepare for the meeting.

**2) Promotion & Outreach** – Work plans were begun. Fund raising matrix/plan is being created for volunteers to use as a template for sponsorship.

Studies are being conducted by Foster's Coffee to determine how local businesses are benefited by the money spent locally. If items are purchased at locally-owned businesses, 80-90% stays in the community; it drops to 40% if dollars spent at a local franchise, another decrease to only 17% if purchases are made at companies outside of the area or online. This information will be shared with board to create an impact to promote informed shopping

**3) Business Owners Committee** – Video cameras have proven beneficial toward issuing warrants for arrests of vandalism offenders. The Owosso Police department has been helpful in the process. The goal is to deter the behavior. Chief Lenkart encouraged the business owners to call them no matter how trivial the vandalism.

A Pop-Up Shop presentation conducted by Small Business Specialist, Suzanne, was well attended. She will conduct additional specialized trainings in the future.

**4) Manager Updates** – Conference presentation went well. Showcase collaboration with community by playing a game with the attendees. Case studies were provided, such as Main Street utilizing Glo to show collaboration of partner organizations in the community. Relationship building was a focus.

Discussion occurred to continue momentum begun with humility and confidence working toward Excellence. The desire is to be better at creating the positive story of the successes of Owosso Mainstreet.

#### **Board Continuing Education/Information:**

- **Director Report** – None
- **Self-Assessment** – Items with 3 checks or more needing improvement were presented. The board will review and come prepared with a choice to begin focus of improvement.

**PUBLIC COMMENTS:** None

**BOARD COMMENTS:** Chairman Dave Acton shared that a Michigan-based company is going to visit to review implementing their automated vehicles in a small town such as Owosso. The visitors are also considering a request to become Owosso's Sister City.

**ADJOURNMENT:**

**IT WAS MOVED BY AUTHORITY MEMBER OMER AND SUPPORTED BY AUTHORITY MEMBER WOODWORTH TO ADJOURN AT 8:57 A.M.**

**AYES: ALL. MOTION CARRIED.**