



Oxford Downtown Development Authority
August 17, 2015 Board Meeting
Agenda Item #7a

Date: August 14, 2015
To: DDA Board Members
From: Joe Frost, *Executive Director*
Subject: Executive Director Report | August 2015

Over the past month, the DDAs positive accomplishments include; the development and first issue of the new DDA e-letter, the meetings of each of our four committees and review of work plans, website updates, social media content, and Executive Director getting out into the DDA district.

To report more accurately, I have adopted the following report format for this and future Executive Director reports. This format is a suggested format by the National Main Street Center, and allows for me to report via the Main Street four points. It has bullet points to provide an overview of activities, and will allow for easier review in the future.

1. Organization

- Spent a significant amount of time getting to know the organization - this includes reviewing the State DDA Act, Village of Oxford - DDA Ordinance, DDA Bylaws, various Main Street publications, Current and Past DDA Budgets, and committee work plans.
- Discussed DDA policies and procedures with John Staran - This process was started, but never wrapped up. Also discussed in the Organization Committee.
- Review & Drafting of Mission and Vision Statements - Solicited input from Board, Organization Committee, and Main Street Oakland County
- Meeting with Main Street Oakland County to learn more about the MSOC program, and resources available to our DDA/community
- Attended MSOC Executive Director's meeting, networked with other Oakland County DDA executive directors, informed on current and potential issues relating to DDA/Main Street.
- Attended Chamber Coffee Connect - event allows for networking opportunity and getting the DDA out into the community.
- Various formal meetings with community leaders - informal meetings by going door to door to introduce self and DDA.

2. Economic Restructuring (Development)

- Pre-development meeting with Homegrown Brewing Company - Will be locating in the old Vets Hall property.
- Working to develop an available properties list to make available on website - Have researched other DDAs and their approach to this resource.
- Participated in the Township Economic Development Sub-Committee - looking forward to ongoing involvement. Committee is working to get shovel ready projects - at least engineering, and working to cross promote entity and agency websites.
- The Economic Restructuring committee discussed Dave Weckle's E. Burdick St. development - Chris Korey and Bob Davis are working to draft a Development Agreement, which will detail how DDA parcels will be swapped, etc.

3. Design (Historic Preservation)

- Facade grant program review - ongoing, currently exploring similar programs in other DDA communities.
- Committee review of the above, and 111 S. Washington St. applications.
- Displayed historic photos in storefronts during Lone Ranger Festival.
- Developed and provided a historic architecture hunt for Lone Ranger Festival - can be updated for future events.
- Exploring the feasibility of a National Register Nomination for downtown.

4. Promotions

- Website has been updated to include current agendas and minutes. Current stats:
 - Concerts in the park - 16,335 hits
 - Scarecrow - 1822
 - Business Directory - 997
 - DDA Board & Staff - 1187
- Social media
 - Facebook as of 8/12/2015 - 210 followers, top post 1,600 views, most posts 400 views
 - Instagram as of 8/12/2015 - 21 followers, top post 11 likes
 - Each social media application is growing daily.
- Newsletter - Newly created "The Downtowner" to inform community and businesses. As of 8/14/2015 28.3% open rate. (Nonprofit average open rate is 23.2%)
- Promotions Committee is busy working to plan 2015 Scarecrow Festival - October 10, 2015. In process of securing sponsorships, vendors, and activities.
- Meeting with Merge and Idle Awhile to involve those businesses in the Scarecrow Festival.
- Ongoing Scarecrow Festival planning.