



Date: April 14, 2016
To: DDA Board Members
From: Joe Frost, *Executive Director*
Subject: Executive Director Report | April 2016

It is finally Spring in Downtown Oxford. Planning for *Concerts in the Park* is fully underway, and a sure sign of warmer weather to come. Musicians have been secured, agreements mailed, and sponsorship letters sent. Our promotions committee is growing, and additional people are participating. The overall capacity of the committee, and the organization as a whole, is strong and continuing to grow.

On social media, our visibility is growing. As of April 14, 2016, our facebook page has 648 followers. Since last month, that is an increase of 104 individuals. I have re-introduced our "throwback Thursday" posts. Each Thursday a historic photo of downtown is posted. Our facebook posts have been very successful, and are continuing to become more successful. One "throwback Thursday" post had over 4,000 views. Another post, showcasing the facade (window) restoration at 8 N. Washington, has received over 1,000 views. Successful posts equate to additional followers. Which in turn means greater visibility for the organization.

Over the past month, I have developed a new Board Handbook, which we will review this evening. This was undertaken to provide a readily available resource for the board, committees, volunteers, and staff. The Handbook is meant to enhance our individual knowledge of the organization, and grow our organizational capacity. I encourage the board to use this Handbook often, and have as a resource at Board meetings. I will be working to add Main Street Committee Handbooks and additional resources to our website as well.

Below is a summary of the various activities over the past month:

1. Organization

- Developed new board member handbook
- Volunteer hours for March 2016 - **37**
- Attended Michigan Downtown Association Workshop
- Reviewed organizational policies and procedures
- Attended 2016-2017 budget workshop with Village Council
- Weekly meeting/updates with board Chair
- Submitted 1st quarter statistics to MSOC
- Regularly networking with the community
 - Chamber Coffee Connect
 - Community Leaders Meeting

- Meetings with individuals
- Attending Oxford Rotary meetings
- Ongoing communication and visits with business owners

2. Economic Restructuring (Development)

- E. Burdick St. Development (Weckle) awaiting architectural drawings
- Building Department is reviewing plans for Falling Down Brewing Co., and Homegrown Brewing Co.
- Attended Oxford Township Economic Development Sub-committee - discussed linking various community websites
- Village master plan committee - ongoing

3. Design (Historic Preservation)

- May - "Historic Preservation Month"
 - "Historic Preservation" Talk for May 18th at Oxford Library
- Obtained bids for new downtown banners
- Building inventory - underway & ongoing
- Facade grant program
 - Two large yard style signs - "Facade restoration funded in part by a grant from DDA" - One at 8 N. Washington
 - Developing Design guidelines

4. Promotions

- OCTV -
 - Presented "Day Break" - March 24th & April 8th
 - Committee discussed promotional videos options
- Concerts in the Park -
 - Musician agreements drafted/reviewed/mailed
 - Press release drafted - awaiting additional sponsors
 - Poster drafted - awaiting additional sponsors
 - Sponsorship request letters have been sent
 - Updating of Concerts in the Park webpage - Additional update will be necessary as sponsors commit to the event series.
- Website current stats:
 - Concerts in the park - 150,082 hits
 - Scarecrow Festival - 17,868
 - DDA Board & Staff - 3,085
 - Business Directory - 2,423
- Social media -
 - Facebook as of 4/14/2016 - 648 followers (increase of 104 since last month)
 - Instagram as of 4/14/2016 - 120 followers (increase of 7 since last month)
- Newsletter - "The Downtowner"
 - March newsletter stats: 4/14/2016, 31.7% open rate (non profit average is 22.9%)