



**Oxford Downtown Development Authority**  
**August 15, 2016 Board Meeting**  
**Agenda Item #7a**

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**Date:** August 11, 2016  
**To:** DDA Board Members  
**From:** Joe Frost, *Executive Director*  
**Subject:** Executive Director Report | August 2016

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The summer of 2016 continues to race on. Our *Concerts in the Park* series has been a success so far. There are only two concerts left for the season. I am tallying the results from our concerts survey and eager to share the results with the board and the community. Planning for the 2016 Scarecrow Festival is in full force. October 1 is the date for the festival. Additional sponsorship requests will be out soon, and the Promotions Committee is busy working on the details of the event.

Economic development efforts continue to grow and enhance the downtown. I have been asked to serve on an Economic Development Sub-Committee of the Village Council. This committee will focus on Village wide development activities. I am looking forward to assisting the committee and the community to reach its goals. Many projects are still underway throughout the downtown district. Just to name a few, Becker's Eye Care, Homegrown Brewing Company, Falling Down Brewery, and Weckle's E. Burdick Street development are all moving forward.

Each of our Main Street committees are making progress on their work-plans, and additional projects are in the works.

On a personal note, my wife and I are closing on our home here in the Village. We are excited to be joining the community as residents. We are especially looking forward to the proximity to downtown, and the walk-ability the location provides. There are two things that create a strong real estate market, an amazing school district, and great downtown. In Oxford we have both.

The following is a summary of the various activities over the past month:

1. Organization

- Volunteer hours for July 2016 - 36.5
- Organization Committee met on two occasions to discuss goals and director salary
- Weekly meeting/updates with board Chair
- Reviewed and executive logo agreement with Main Street Oakland County and Main Street America (Natl. Main Street Center). This allows us to utilize the Main Street America "Accredited" logo.
- Regularly networking with the community - visited Whitehouse Village Shops, and Market Place to encourage participation in upcoming visioning session
- Submitted quarterly MSOC stats

- Reviewed current committee work-plan to ensure committees are on the right track

## 2. Economic Restructuring (Development)

- Attended One Stop Ready training - investor panel discussion
- Available properties - updated and added to
- Meeting with Dave Weckle about E. Burdick Street Development
- Attended pre-construction meetings for HomeGrown Brewing Company, and the Oxford Tap expansion.
- Toured the progress of Falling Down Brewery with Dave Weckle
- Ongoing contact with MDOT regarding the M-24 project through downtown. Surveying and traffic data analysis is ongoing and will be complete by January 2017.

## 3. Design (Historic Preservation)

- Streetpole Banners have been received, and installed
- Building inventory - Copy given to Oxford Public Library
- Ongoing conversation with State Historic Preservation Office (SHPO), reviewing our recent historic structures inventory. This review will determine our eligibility for a possible nomination to the National Register of Historic Places
- Facade grant program
  - 29 N. Washington - working closing with owner to determine contractors and secure bids for facade grant application
  - 8 N. Washington request for extension
- Historic preservation fireside chat scheduled for January at the Oxford Public Library

## 4. Promotions

- OCTV -
  - Presented "Day Break" - July 28th - been presenting monthly
  - 30 Second video sent to board via email
- Concerts in the Park -
  - July 21 - Denise Davis and the Motor City Sensations
  - July 28 - Blue Water Ramblers
  - August 4 - Ruby, T, & Valentine
  - August 11 - Brother Crowe
  - Concerts survey went out last Thursday, tallying results currently.
- Website current stats:
  - Concerts in the park - 152,224 hits
  - Scarecrow Festival - 18,398
- Social media -
  - Facebook as of 8/10/2016 - 1232 followers (increase of 52 since last month)
  - Instagram as of 8/10/2016 - 235 followers (increase of 58 since last month)
- Newsletter - "The Downtowner"
  - July newsletter - 7/29/2016 - 54 opens for a 29.7% open rate
  - 3rd article about Oxford Lone Ranger Festival
- DIA Inside | Out art exhibit has been installed. Awaiting print promotional materials from DIA