



Oxford Downtown Development Authority
January 16, 2016 Board Meeting
Agenda Item #7a

Date: January 13, 2016
To: DDA Board Members
From: Joe Frost, *Executive Director*
Subject: Executive Director Report | January 2017

Happy New Year! So long 2016 and welcome 2017. The outlook on Downtown Oxford is bright and we welcome the new year and our upcoming opportunities.

For 2016, we recorded 710 volunteer hours! This is an achievement that each member of the community should be proud of. This includes board meetings, committee meetings, and DDA hosted events. Thank you all for your contributions over the last year. In 2016 we hosted, the Scarecrow Festival, a record breaking Soup & Sweet Stroll, and successful 12 week Concert in the Park series. None of which would be possible without the hard work and dedication of the volunteers who logged the above hours. Thank you!

The big ticket item of the last month was our Main Street accreditation evaluation process. In addition to the day long input sessions, staff reports, checklists, and statistics were gather and submitted. A special thank you to Jerry Cremin and Sullivan's Public House for hosting lunch for the MSOC staff, DDA staff, Main Street consultant, and Village Manager. This lunch allowed for more one-on-one discussion about the progress of our downtown. I am proud of each of our board members, volunteers, committee members, and business owners who helped make National Accreditation a success for the second year running.

Christmas vacation and an unexpected four day illness has lead to a slightly lighter than normal report, however the following is a summary of activities over the last month:

1. Organization

- Volunteer hours
 - December 2016 - 74
 - Total 2016 - 710.5
- Weekly meeting/updates with board Chair
- Discussion with MSOC
 - National Main Street accreditation obtained for 2016 - awaiting formal report
 - scheduling a strategic planning session/org development to be determined

2. Economic Restructuring (Development)

- Attended Village Council Economic Development Sub-Committee
- Updated additional available property profiles
 - Shared with local developer for input

- Breweries - moving along
- Tap Expansion - moving along
- E. Burdick St. - Engineering underway - groundbreaking anticipated in 2017
- M-24 Task Force - report coming soon

3. Design (Historic Preservation)

- National Register of Historic Places nomination service program.
 - RFP awaiting SHPO
 - NRHP talks at Oxford Library January 20 at 2:00pm Fireside Chat
 - January 30th at 7:00pm Historic Preservation in Oxford
- Facade grant program
 - 29 N. Washington - Target start - Spring 2017

4. Promotions

- Social media -
 - Facebook as of 1/13/2017 - 1536 followers (increase of 41 since last month)
 - Instagram as of 1/13/2017 - 284 followers (increase of 3 since last month)
- Newsletter - "The Downtowner"
 - December newsletter - 12/22/2016 - 28.6% open rate - 185 recipients
 - Happy Holidays
 - Caveman & Pip
 - Main Street Evaluation
 - 33 N. Washington St.
 - 12/19/2016 - Downtown Snow
- Day Break - OCTV - 1/5/2017
 - 2016 Recap/2017 up coming