



**Oxford Downtown Development Authority**  
**December 21, 2015 Board Meeting**  
**Agenda Item #7a**

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**Date:** December 18, 2015  
**To:** DDA Board Members  
**From:** Joe Frost, *Executive Director*  
**Subject:** Executive Director Report | December 2015

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2015 is very quickly fading into history. As we begin to pass into a new year, I want to take a few moments to thank the board, committees, businesses, and volunteers for all of their hard work in 2015. This year has been a busy year for the Oxford Downtown Development Authority/Main Street. We have transitioned to a new executive director, welcomed new members to our board, welcomed new businesses to downtown, planned for future development, energized our committees, held successful events, and built an ever growing positive image for our organization. As we leave 2015 behind us, 2016 will bring new goals and opportunities.

Most recently, we held the annual Soup & Sweet Stroll event. The event was a success, and I have heard nothing but positive feedback. The event brought over 500 visitors to downtown Oxford. Over 30 business participated! The soup selections were amazing, the sweets were delicious, and the weather was perfect. A special thank you is necessary for Santa Claus, the Oxford Community Schools Administration and Choirs, the promotions committee, the Village of Oxford - DPW, downtown business owners, sponsors (Levy Corp., Oxford Bank, and Genisys Credit Union), and volunteers. This event is not possible, without the efforts of many people. This event also served as a fundraiser, and netted \$2,803.83 for the organization. Once we begin budget planning, my recommendation is to use these funds as seed money for future Soup & Sweet Stroll events. Thank you all for your support and efforts to enhance the quality of downtown Oxford through our promotional events.

## 1. Organization

- Weekly meeting/updates with board Chair
- Ongoing - master planning committee meetings
- Reviewed 2016 budget planning worksheet
- Regularly networking with the community - Chamber Coffee Connects, Community Leaders Meeting
- Ongoing - coordinating MSOC evaluation. - Schedule for Jan 13
  - Meeting with Bob Donohue to plan for evaluation
- Attended - Eastern Michigan University's Historic Preservation/Preservation Eastern's historic preservation professionals reception

## 2. Economic Restructuring (Development)

- Ongoing conversations with owner of 15 N. Washington - this vacant parcel is a priority for redevelopment. Lunch meeting with property owner. Direction to be determined
- E.R. committee meeting discussion of planning for future development, and projects

## 3. Design (Historic Preservation)

- Facade grant program
  - Reviewed project completion for 21 N. Washington project
  - Developed final project review format
  - organizing program files
- Design committee discussion on facade grant restructuring edits, and the need for program procedures/policies

## 4. Promotions

- Soup & Sweet Stroll, Friday, December 4th
- Small Business Saturday - November 28th
- Website current stats:
  - Concerts in the park - 75,101 hits
  - DDA Board & Staff - 2,419
  - Business Directory - 1,719
  - DDA Grant Programs - 698
  - Available Properties - 454
- Social media
  - Facebook as of 12/18/2015 - 357 followers (increase of 43 since last month)
  - Instagram as of 12/18/2015 - 74 followers (increase of 9 since last month)
  - Social media following is still growing steady.
- Newsletter - "The Downtowner" to inform community and businesses. As of 12/18/2015, 29.7% open rate. (Nonprofit average open rate is 23.0%) Of 175 subscribers
  - Recent edition of newsletter has a new section called "featured business."
    - Featured Ashley Kiplinger owner of Creative Embroidery