



Oxford Downtown Development Authority  
December 19, 2016 Board Meeting  
Agenda Item #7a

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

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The past month has been full of activities. Small Business Saturday, Soup & Sweet Stroll, Main Street training, and much more.

Small Business Saturday is a nation-wide program of American Express. It has grown over the last few years, and encourages shoppers to Shop Small the day after "Black Friday." This year, Oakland County offered a contest for shoppers and small businesses to encourage participation. Downtown Oxford retailers reported better than expected turn outs, and increased sales over last year. The "Girlfriend's Walk" businesses offered cookies and hot chocolate to Small Business Saturday Shoppers.

Our Soup & Sweet Stroll event was a huge success! Comments I have heard include: "largest turnout in Downtown Oxford," and "wonderful event." Following the event, I have discussed it with business owners, and all agree it was a great turnout and positively impacted our Downtown Businesses. There are a few items we need to work on for next year; efficiency of ticket sales, and ensuring that enough soup is provided. We will continue this dialogue over the next few months, and make the necessary fixes for next year. Soup & Sweet Stroll serves as a fundraiser, after expenses the event netted \$1,800. I received some questions at the event about where the ticket sales go...these funds go directly back to the Downtown. There has been a lot of positive feedback about our new holiday banners, the lights on the light poles, and Centennial Park. All possible because of ticket sales, and sponsorships. Thank you Oxford Bank for your sponsorship to make the event happen. Thank you to the Oxford community for the strong showing, and making the event a success! Thank you to our board, participation in the event was strong! Many thanks to our volunteers, this event would not be possible without their contribution. And, last but certainly not least, thank you to our restaurants and businesses for their participation and generous donations.

Each quarter, Main Street Oakland County offers a training session. These are two day sessions; one day for staff, and another for volunteers, board members, etc. In 2016, Main Street Oakland County partnered with Michigan Main Street to offer a broader range of topics, and networking opportunities across the state. The recent session was attended by, Board Member, Sam Barna and myself. Thank you Sam for attending!

Below is a summary of activities over the last month:

## 1. Organization

- Volunteer hours for November 2016 - 61.5
- Weekly meeting/updates with board Chair
- Staff and one board member (Sam Barna) attended quarterly Main Street training in Old Town Lansing
  - Session about Organizational Communication/Communications plans
- Discussion with MSOC
  - Main Street accreditation for January, and
  - scheduling a strategic planning session

## 2. Economic Restructuring (Development)

- Attended meeting with local developer
- 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 forming - 1st meeting in January 2017

## 3. Design (Historic Preservation)

- State Historic Preservation Office (SHPO) National Register of Historic Places nomination service program.
  - RFP anticipated in January 2017
  - NRHP talks at Oxford Library January 2017
- Facade grant program
  - 29 N. Washington - Target start - Spring 2017
- Sign grant program
  - 28 S. Washington - Expires December 20, 2016
- Holiday banners and decorations in place Downtown

## 4. Promotions

- Social media -
  - Facebook as of 12/16/2016 - 1495 followers (increase of 80 since last month)
  - Instagram as of 12/16/2016 - 281 followers (increase of 8 since last month)
- Newsletter - "The Downtowner"
  - November newsletter - 11/30/2016 - 30% open rate - 187 recipients
    - Soup & Sweet Stroll
    - National Register of Historic Places
    - Small Business Saturday
    - 47 N. Washington St.
  - 11/21/2016 - Soup & Sweet Stroll
  - 12/9/2016 - Thank you - Soup & Sweet Stroll
- Soup & Sweet Stroll - see narrative above.