



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

Date: February 12, 2016
To: DDA Board Members
From: Joe Frost, *Executive Director*
Subject: Executive Director Report | February 2016

The past month has been a busy one for the Oxford Downtown Development Authority. Budget planning has started, committees are meeting, and trainings have been attended. The organization received positive press in response to our National Main Street review and accreditation. We are still awaiting a final report for our accreditation review, but once received we will review and implement recommendations.

Main Street Oakland County hosted a Main Street Refresh Workshop with Kathy LaPlant of the National Main Street Center. Thank you to Pete Scholz, Sue Bossardet, Susan Schurr, and Joe Young for attending. Oxford had a strong turnout for this workshop, and those who attended learned a lot about the new Main Street Refresh approach. Additional Main Street trainings are coming up in the near future, I will continue to notify and encourage the board, committees, and volunteers to attend.

As always, the following highlights are our staff and organizational progress for the last month. Thank you!

1. Organization

- Revamped volunteer log - Volunteer hours for January 2016 - **30**
- Attended Main Street Oakland County (MSOC) Executive Director training
- Attended Main Street Refresh workshop with 4 board members
- Committee discussions about 2016-2017 budget
- Developed facade grant program binder - procedures, sample letters, etc.
- Submitted 2015 stats to MSOC
- Developed presentation for training and orientation
 - additional presentations in the works - Historic Preservation
- Weekly meeting/updates with board Chair
- Regularly networking with the community
- Main Street Evaluation - and organization of evaluation, and associated documents
- Ongoing communication and visits with business owners
- Building board based community support - partnering with Oxford Library to bring DIA Inside | Out to Oxford.

2. Economic Restructuring (Development)

- Added additional properties to Available Property list - ongoing dialogue with realtors/brokers
- E. Burdick St. Development (Weckle) awaiting engineering
- Ongoing communication with owner of 15 N. Washington
- Reviewed 2012 Complete Streets study - further committee review later this month
- Ongoing Involvement with Village master planning committee
- Ongoing communication with MDOT regarding M-24

3. Design (Historic Preservation)

- Eastern Michigan University - Historic Preservation graduate student, Chelsea Grossmann has started work on updating the 1999 Inventory of Historic buildings for downtown Oxford.
- Facade grant program
 - Reviewed project 8 N. Washington
- Committee discussion about planning a Spring Clean up Day and promoting May as historic preservation month

4. Promotions

- Press release regarding National Main Street Accreditation
 - Oxford Leader
 - Community Lifestyles
- Concerts in the Park - Dates selected and Musician selection (ongoing)
 - Updating of Concerts in the Park webpage in process awaiting musician selection
- Website current stats:
 - Concerts in the park - 105,048 hits
 - Scarecrow Festival - 15,115
 - DDA Board & Staff - 2,689
 - Business Directory - 2,034
- Social media
 - Facebook as of 2/10/2016 - 509 followers (increase of 39 since last month)
 - Instagram as of 2/10/2016 - 104 followers (increase of 8 since last month)
- Newsletter - "The Downtowner"
 - January newsletter stats: 1/22/2016, 32.2% open rate (non profit average is 22.8%)
 - Newsletter is now planned for third week of month (following DDA board meeting)