



Oxford Downtown Development Authority
January 18, 2016 Board Meeting
Agenda Item #7a

Date: January 15, 2016
To: DDA Board Members
From: Joe Frost, *Executive Director*
Subject: Executive Director Report | January 2016

The organization is taking 2016 by storm. We are just a few weeks into the year and are hitting the ground running on a number of tasks. 2016 event sponsorship requests have been sent to some key sponsors, and have already secured some sponsors. The past six months have been busy and our organization is moving in a positive direction. Our recent Main Street Oakland County evaluation was very positive and is an indication of the hard work and dedication from the board and the committees.

We still have work to do. Budget planning, project building, education, and highlighting the positive strides we have made will continue to be important throughout 2016 and beyond. The organization is doing well, and it shows!

Thank you do our volunteers, committees, businesses, board, and elected officials for the ongoing support of the organization.

1. Organization

- Weekly meeting/updates with board Chair
- Organization committee evaluated the Executive Director
- Regularly networking with the community - Chamber Coffee Connects, Community Leaders Meeting
- Main Street Evaluation - and organization of evaluation, and associated documents
- Discussions with an Eastern Michigan University - Historic Preservation graduate student for a possible volunteer internship. Details to be determined
- 2016 Events sponsorship solicitation

2. Economic Restructuring (Development)

- Involvement with master planning committee
- Discussion of possible M-24 project
- Ongoing - E.R. committee meeting discussion of planning for future development, and projects

3. Design (Historic Preservation)

- Facade grant program
 - Reviewed project completion for 111 S. Washington project
- Ongoing, Design committee discussion on facade grant restructuring edits, and the need for program procedures/policies

4. Promotions

- Website current stats:
 - Concerts in the park - 91,554 hits
 - DDA Board & Staff - 2,540
 - Business Directory - 1,885
 - DDA Grant Programs - 764
 - Available Properties - 527
- Social media
 - Facebook as of 1/14/2016 - 470 followers (increase of 113 since last month)
 - Instagram as of 1/14/2016 - 96 followers (increase of 22 since last month)
 - Social media following is still growing steady.
- Newsletter - "The Downtowner" delayed this month in response to Main Street evaluation. Anticipate the January newsletter out the Week of January 18th.