



**Oxford Downtown Development Authority**  
**July 20, 2015 Board Meeting**  
**Agenda Item #7a**

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**Date:** July 17, 2015  
**To:** DDA Board Members  
**From:** Joe Frost, *Executive Director*  
**Subject:** Executive Director Report | July 2015

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To date I have been in the Executive Director's position for two weeks. Thus far, a majority of my time has been dedicated to mentally processing the various duties of the role, reviewing old agendas and minutes, and getting up to speed in general. This process has included discussion and drafting of director's goals, reviewing and comprehending the organization, and working to begin to obtain some near term goals.

I have meet with most, but not all of the DDA Board members, either formally or informally, and I look forward to meeting with the rest of you soon. I have hit the downtown and have begun to make introductions and get to know our various business owners.

In regards to promotions, I have been making regular posts to our facebook page "downtownoxford," and I encourage board members and volunteers to follow the page. I have also created an Instagram account, also called "downtownoxford." Instagram is a photo sharing social media application. It is linked with our facebook page to provide additional content. Since July 6, we have had ten new followers on facebook, and 11 on instagram. I anticipate additional followers as the content becomes more regular. I have met with Michelle Overton, and will be meeting again this week to discuss our website, and to learn its updating operations. The website she has created is a great design, and the content needs to be updated regularly. The addition of minutes, agenda, links to our social media, etc. will keep the site fresh. This is the first of many steps to continue to develop a positive image for the DDA, and begin to build relationships with the community at large. In addition to the above promotion activities, I have also updated our media contact list, and have forwarded a press release to those contacts. On Friday, July 10, 2015 a press release was sent out to let the region know we have a new executive director.

I am excited to be the Executive Director of the Oxford DDA. I am looking forward to working with each of our board members, four committees, DDA businesses, and the community at large. Thank you all for the opportunity to serve in this role!