



**Oxford Downtown Development Authority**  
**June 20, 2016 Board Meeting**  
**Agenda Item #7a**

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**Date:** June 16, 2016  
**To:** DDA Board Members  
**From:** Joe Frost, *Executive Director*  
**Subject:** Executive Director Report | June 2016

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In June of 2015, I was selected as a candidate for the position of Executive Director, and hired at the June Board Meeting. My work here started on July 6, 2015. At that time, we immediately adopted goals for the year, and started work to reestablishing the organization as an Nationally Accredited Main Street program. Here a year later, these goals have been fulfilled. At our July meeting, I will introduce a formal Annual Report detailing the organization's finances and accomplishments. I thought it right to mention that exactly one year ago the organization, while gathered in this room, hire me as executive director. A new chapter started in my professional career, and a new chapter as an organization.

The past month has been filled with excitement. I attended my first National Main Street Conference, entitled Main Street Now 2016. The conference was held in downtown Milwaukee, Wisconsin. Every state in the union was represented at the conference. Participants from Canada, Japan, and Australia were also in attendance. There were numerous sessions, on countless topics and virtually every aspect of Main Street and downtown development. One of the key sessions attended was a session about visioning, and the importance of community involvement in the visioning and planning process.

On June 14th, Pete Scholz, *Board Chair*, and I attended the National Accreditation Press Conference with Main Street Oakland County. We accepted an accreditation plaque from County Executive L. Brooks Patterson. The event was attended by Main Street, DDA, and elected officials from across Oakland County.

Since our last meeting, we have also started our Concerts in the Park series. Thursday, June 16th kicked off the series with the Randy Brock Group. The Oxford Orchestra's kicked off the evening opening for the event. 105 people were in attendance. Although it rained most of the day, the weather broke just in time for the concert. Many thanks to our various sponsors: Oxford Bank, The Ox Bar & Grill, Levy Corp., The Village of Oxford, and the Oxford Open Air Market.

Below is a summary of the various activities over the past month:

1. Organization

- Volunteer hours for May 2016 - **76.25**
- Village Council approved our submitted 2016-2017 Budget
- Weekly meeting/updates with board Chair
- Annual report draft started - Final report for July meeting

- Regularly networking with the community - Chamber Coffee Connect, Meetings with individuals, Attending Oxford Rotary meetings, Ongoing communication and visits with business owners

## 2. Economic Restructuring (Development)

- E. Burdick St. Development (Weckle) public hearing scheduled for June 21, 2016
- Available properties - ongoing
- Master plan documents available for public comment
- Visited Saline Main Street schedule - to review US12 rebuild in anticipation of M24

## 3. Design (Historic Preservation)

- Building inventory - Presentation this evening
- Historic Preservation month - May 18th Talk, an architecture hunt a success
- Facade grant program
  - 29 N. Washington working MSOC design assistance - will pursue a facade grant pending conceptual designs

## 4. Promotions

- OCTV -
  - Presented "Day Break" - May 19th and June 9th
  - Script drafted for 30 second video - Shooting has been rescheduled due to rain
- Concerts in the Park -
  - June 16th, 105 visitors in attendance, 5 volunteers, and 2 reserve officers
- May 18th - Field trip with Chamber Director to Imlay City to learn more about their joint DDA/Chamber "Buy Local" advertising campaign
- Website current stats:
  - Concerts in the park - 150,933 hits
  - DDA Board & Staff - 3,412
  - Preservation Month - 242
- Social media -
  - Facebook as of 6/16/2016 - 1129 followers (increase of 403 since last month)
  - Instagram as of 6/16/2016 - 177 followers (increase of 34 since last month)
- Newsletter - "The Downtowner"
  - May newsletter stats: 5/20/2016 - 26.7% Featured Oxford Wine & Beverage