



Oxford Downtown Development Authority
November 21, 2016 Board Meeting
Agenda Item #7a

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

Downtown Oxford has updated our look with the new holiday banners, and lights adorn the street lamp poles. The gazebo is decorated this year too, and the giant evergreen in Centennial Park has been decorated. Our very own Soup & Sweet Stroll made the front page of the Oakland Press on November 15th. The holiday season is here, and downtown retailers will be open for Small Business Saturday following Thanksgiving.

The two micro-breweries are making progress on their buildings. We will assist when necessary to promote their openings.

Our application to the State Historic Preservation Office and their National Register of Historic Places nomination services program has been submitted, reviewed, and downtown Oxford was selected for the program. In January, in partnership with the Oxford Library, we will have two information discussions about what the National Register is and what it does. It is a honorary title, and once nominated and listed to the register we can take pride in knowing that our downtown had what it takes to get through the extensive nomination process. This service is at no cost to the community and will allow for the potential use of historic preservation tax credits furthering development opportunities, and gain more visibility and pride for downtown Oxford. Stay tuned for more details on upcoming informational sessions.

A number of community member attended Main Street Oakland County's street workshop. We learned more about street improvements from our friends at Downtown Farmington. The knowledge gained will help further the dialogue and promotions surrounding the future M-24 project.

Below is a summary of activities over the last month:

1. Organization

- Volunteer hours for October 2016 -125
- Weekly meeting/updates with board Chair
- Main Street Oakland County Tech Visit - Report to discuss
- Regularly networking with the community/businesses - attended Chamber Coffee Connect
- 11 Individuals attended Main Street Oakland County's Street Workshop
- Discussion with MSOC staff about scheduling our Main Street accreditation for January

2. Economic Restructuring (Development)

- Attended Oakland County - One Stop Ready Community Showcase
- Attended meeting with local developer
- Attended Village County Water Bottling Committee
- Attended Village Council Economic Development Sub-Committee
- Updated format for available property profile pages

3. Design (Historic Preservation)

- State Historic Preservation Office (SHPO), has selected Downtown Oxford for their National Register of Historic Places nomination service program.
- Facade grant program
 - 29 N. Washington - awaiting contractor bids
- Sign grant program
 - 28 S. Washington - Completed - Awaiting financial documents
- Historic preservation fireside chat scheduled for January at the Oxford Public Library

4. Promotions

- Website current stats:
 - Soup & Sweet Stroll 1706
- Social media -
 - Facebook as of 11/15/2016 - 1415 followers (increase of 39 since last month)
 - Instagram as of 11/15/2016 - 272 followers (increase of 8 since last month)
- Newsletter - "The Downtowner"
 - September newsletter - 10/24/2016 - 35.5% open rate - 188 recipients
 - Featured Business - 8 N. Washington Window Restoration
 - Hampton Block Property
 - Girlfriends Walk
 - 11/4/2016 Small Business Saturday
 - 11/14/2016 Soup & Sweet Stroll
- Oakland Press - Front page Soup & Sweet Stroll
- Advertiser - Soup & Sweet Ad