



Oxford Downtown Development Authority
October 19, 2015 Board Meeting
Agenda Item #7a

Date: October 19, 2015
To: DDA Board Members
From: Joe Frost, *Executive Director*
Subject: Executive Director Report | October 2015

The 2015 Scarecrow Festival was a success! The weather was perfect for the event. I have heard nothing but positive comments regarding turn out, and how busy it was through town. Thank you to the community for coming out to participate and support the event.

Thank you to all of our sponsors for the festival. A special thank you to our Chili Cook off contestants. We had four businesses compete: 'Wiches, the Ox Bar & Grill, Sullivan's, and the Oxford Tap. Many thanks to the various businesses and organizations who built scarecrows for the event. A huge thank you to the promotions committee for their hard work in planning the event. With Scarecrow Festival behind us, the committee has wasted no time getting started on Soup & Sweet Stroll, and discussing Scarecrow Festival for next year.

I am happy to say that all of our committees are meeting regularly. Many of the committees are thinking ahead and planning projects for next year. Ongoing committee work, and board involvement is positive and encouraging. We are moving in the right direction!

1. Organization

- All committees are meeting regularly.
- Created a volunteer & Committee database to log involvement and volunteer hours.
- Organization committee is reviewing our organizational documents, and is currently looking at our by-laws, and ordinance.
- Regularly getting into businesses and talking with business owners.
- Weekly meeting/updates with board Chair.
- Regularly networking with the community.
- I have been working through some National Main Street training webinars online.

2. Economic Restructuring (Development)

- 15 N. Washington - property is for sale, listed on our website. Will assist property owners as needed to get property redeveloped. Have initiated a market analysis with Main Street Oakland County.
- Ongoing, E. Burdick St. Development agreement with Dave Weckle, we are coming close to a finished draft.
- Available properties on website - Adding properties as I become aware of them.

3. Design (Historic Preservation)

- Design committee is discussing projects for next year, and are planning ahead.
- Facade grant program
 - ongoing, drafting a redevelopment of our facade grant program.
 - Exploring the feasibility of signage/facade guidelines as part of DDA grant programs.
 - Two facade projects are currently underway, 111 S. Washington, and 21 N. Washington.

4. Promotions

- The promotions committee has been very active in planning the Scarecrow Festival, and is now onto Soup & Sweet.
- Website current stats:
 - Concerts in the park - 49,622 hits
 - Scarecrow - 8,876
 - DDA Board & Staff - 2,021
 - Business Directory - 1,377
 - DDA Grant Programs - 551
 - Available Properties - 266
- Social media
 - Facebook as of 20/15/2015 - 294 followers (increase of 29 since last month)
 - Instagram as of 10/15/2015 - 38 followers
 - Each social media application is growing daily.
- Presented OCTV's "Daybreak" with Joe Young on one occasion.
- Newsletter - "The Downtowner" to inform community and businesses. As of 10/15/2015, 28.2% open rate. (Nonprofit average open rate is 23.5%) Of 166 subscribers, 46 opens,