



Oxford Downtown Development Authority
October 17, 2016 Board Meeting
Agenda Item #7a

Date: October 13, 2016
To: DDA Board Members
From: Joe Frost, *Executive Director*
Subject: Executive Director Report | October 2016

The biggest development in the past month was the postponement of the annual Scarecrow Festival from October 1st to October 15th. The weather during the week leading up to October 1st was very wet. Weather forecasts for Saturday, October 1st included an 80% chance of rain. On Friday, September 30th, following discussions with sponsors of the event, and event committee member, we issued the postponement announcement. Pushing the event back two weeks was met with a positive response from businesses, residents, sponsors, and vendors. As a result the event gained more visibility within the community, and 7,800 people viewed our event post on Facebook. At the writing of this report, weather reports for Saturday, October 15th are forecast for mid-60s and mostly sunny. More details will be available during our Monday board meeting following the event.

As many of you know, we discussed the State Historic Preservation Office's National Register of Historic Places nomination program. This application was submitted. We are now awaiting their selection process, and will be notified later in the month. The application included a map of the proposed district, current and historic photos, letters of support from community partners and businesses, and a narrative about the community's historic preservation ethic.

The following is a summary of the various activities over the past month:

1. Organization

- Volunteer hours for September 2016 - 38
- Weekly meeting/updates with board Chair
- Main Street Oakland County Tech Visit - Envision Downtown Oxford
- Regularly networking with the community/businesses - attended Chamber Coffee Connect
- Attended Village Council to introduce board candidates

2. Economic Restructuring (Development)

- Attended Oakland County - One Stop Ready training
- Meetings with owner of 29 N. Washington - Villa De Goochie - Facade improvement
- Attended Village Council Economic Development Sub-Committee
- Ongoing contact with MDOT regarding the M-24 project through downtown.

3. Design (Historic Preservation)

- Attended Oakland County - Heritage Conference
- State Historic Preservation Office (SHPO), has determined the traditional part of downtown is eligible for National Register of Historic Places district nomination. Application for their nomination service will be discussed.
- Facade grant program
 - 29 N. Washington - working closing with owner to determine contractors and secure bids for facade grant application
 - 8 N. Washington completed
- 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:
 - Scarecrow Festival - 19,949 total (1238 for the month)
- Social media -
 - Facebook as of 10/13/2016 - 1376 followers (increase of 107 since last month)
 - Instagram as of 10/13/2016 - 264 followers (increase of 7 since last month)
- Newsletter - "The Downtowner"
 - September newsletter - 9/30/2016 - 55 opens - 185 recipients
 - Featured Business - Summit Physical Therapy
- Scarecrow Festival - Postponed until October 15th. As of 10/13/2016 weather forecast for the 15th is mid-60s and mostly sunny. Event got a boost as a result of the postponement, and an article in the Oakland Press.
 - Sponsors: Oxford Bank, Oxford Farm & Garden, Century 21 Affiliated, Burdick Street Landscape, The Den Training Academy, Granite Home Design, the Tap - Festival October 1.