



**Oxford Downtown Development Authority**  
**September 21, 2015 Board Meeting**  
**Agenda Item #7a**

---

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

---

Third board meeting in! I am excited to report that I have been on the job for over two and a half months now. I have learned a tremendous amount in a relatively short amount of time. One of the biggest and ongoing pieces of this role is continued relationship building. I am still getting to know the community, its players, and each of the board members. I have interacted with most businesses on more than one occasion.

Scarecrow Festival planning is in full swing, and I am looking forward to the event come October 10th. Committee meetings are now regular and accomplishing the tasks that are needed to move things forward. Below is a breakdown of the various facets of the DDA over the course of the last month.

#### 1. Organization

- Ongoing meetings with individual board members
- Ongoing meeting with community members
- Weekly meeting/updates with board Chair
- Ongoing review of financial documents
- Attended chamber Coffee Connect to network and build professional relationships
- Attended chamber luncheon
  - Met Matt Gibb
  - Networked with many Oxford/Orion community players
  - Met Suzanne - Orion DDA
- Met/lunch with Bob and Alex from Main Street Oakland County - discussed future potential and possibilities for 15 N. Washington
- Visited downtown Holly/DDA, Andy Potter Holly DDA Director. Gain perspective from another northern Oakland County community

#### 2. Economic Restructuring (Development)

- Developed an available properties list to make available on website - Adding properties as I become aware of them. Ongoing networking with local realtors to share this resource
- Ongoing E. Burdick St. Development agreement with Dave Weckle

- Made contact with owner of 15 N. Washington - property is for sale, listed on our website. Will assist property owners as needed to get property redeveloped

### 3. Design (Historic Preservation)

- Facade grant program
  - Met with owner of 21 N. Washington, reviewed grant application
  - ongoing, currently exploring similar programs in other DDA communities.
- Complied resources for Planning Commission on signage
- Delivered DDA recommendation to Planning Commission regarding signage
- Exploring the feasibility of signage/facade guidelines are part of DDA grant programs.

### 4. Promotions

- Website current stats:
  - Concerts in the park - 41,839 hits
  - Scarecrow - 4,302
  - Business Directory - 1,196
  - DDA Board & Staff - 1,627
- Social media
  - Facebook as of 9/17/2015 - 236 followers
  - Instagram as of 9/17/2015 - 32 followers
  - Each social media application is growing daily.
- Presented OCTV's "Daybreak" with Joe Young on two occasions.
- Presented a segment about the DDA and downtown on OCTV's "Let's get Strolling"
- Newsletter - "The Downtowner" to inform community and businesses. As of 9/17/2015, 29.5% open rate. (Nonprofit average open rate is 23.4%)
- Promotions Committee is busy working to plan 2015 Scarecrow Festival - October 10, 2015. Secured sponsorships, and activities
- Scarecrow promotional materials out - poster/flyer 150 distributed, press release sent to media contacts
- Promotion of 15 N. Washington on social media and website.