



Oxford Downtown Development Authority
September 19, 2016 Board Meeting
Agenda Item #7a

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

The past month has been extremely productive. The *Concert in the Park* series has come to a close. Over the course of the summer we showcased 12 evenings in Downtown Oxford, at no cost to the visitors. Concert attendance was between 100 - 200 regularly, of course there were fluctuations due to weather, etc. Two surveys were conducted to gauge the response from concert attendees. Additional details about the survey will be discussed during our meeting agenda.

The DDA owned parcels on E. Burdick St. have been approved for re-development. This project is a long time coming, and many individuals have been hard at work over the course of the last two years. Thank you to Dave Weckle who sees the vision for downtown Oxford. Thank you to Chris Khorey our Village Planner, Bob Davis Village Attorney, and the many volunteers who have reviewed plans and agreements on both the DDA Economic Restructuring committee, and the Village Planning Commission. For the first time in many years, a new building is coming to downtown Oxford. Staff will work closely with Dave Weckle to assist in finding tenants for space being constructed.

A major step forward in strengthening our historic preservation ethic has come to fruition too. The State Historic Preservation Office has deemed the traditional part of downtown Oxford as eligible for the National Register of Historic Places. More details will be discussed later this evening, and in the coming weeks. A Determination of Eligibility is by no means a nomination to the NRHP, but is a step in the right direction to give our historic character the recognition that it deserves.

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

1. Organization

- Volunteer hours for August 2016 - 18.5
- Weekly meeting/updates with board Chair
- Received three board member interest applications
- Meeting with Leigh - MSOC to determine details for Tech Visit
- Downtown Vision session scheduled - being promoted
- Regularly networking with the community/businesses - attended Chamber Coffee Connect, and Chamber Ribbon Cuttings (Old Winnfield Barbershop, and Willow's Edge)

2. Economic Restructuring (Development)

- Available properties - updated and added to

- Attended Planning Commission to advocate for E. Burdick Street development
- Attended Village Council work study session to advocate for E. Burdick Street development
- Attended Village Council meeting to advocate for E. Burdick Street development
- Attended pre-construction meetings for 29 N. Washington - Villa De Goochie - Facade improvement - Assisted owner in determining contractor
- Attended Village Council Economic Development Sub-Committee
- Ongoing contact with MDOT regarding the M-24 project through downtown. Surveying and traffic data analysis is ongoing and will be complete by January 2017. Stakeholder meetings to begin in February. MDOT has determined the funding year as 2019.

3. Design (Historic Preservation)

- Attended Oakland County historic preservation training
- 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 photos of restored leaded window have been taken when window was reinstalled.
- Sign grant program
 - 28 S. Washington - Caveman & Pip - sign grant application received
- Historic preservation fireside chat scheduled for January at the Oxford Public Library

4. Promotions

- OCTV -
 - Presented "Day Break" - Aug. 18th and Sept. 1st
- Concerts in the Park -
 - August 18 - Zippity 2 Dads
 - August 25 - 3rd Degree Burns
 - Concerts survey report to be discussed on meeting agenda
- Website current stats:
 - Concerts in the park - 152,704 total (480 for the month)
 - Scarecrow Festival - 18,711 total (313 for the month)
- Social media -
 - Facebook as of 9/15/2016 - 1269 followers (increase of 37 since last month)
 - Instagram as of 9/15/2016 - 257 followers (increase of 22 since last month)
- Newsletter - "The Downtowner"
 - August newsletter - 8/25/2016 - 59 opens for a 32.4% open rate - 183 recipients
 - Featured Business - Old Winnfield Barbershop
- DIA Inside | Out art exhibit has been installed. Just received print materials - 2 mos. late
- Scarecrow Festival - Sponsors: Oxford Bank, Oxford Farm & Garden, Century 21 Affiliated, Burdick Street Landscape, The Den Training Academy, Granite Home Design, the Tap - Festival October 1.