



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

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**Date:** March 16, 2016  
**To:** DDA Board Members  
**From:** Joe Frost, *Executive Director*  
**Subject:** Executive Director Report | March 2016

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The organization continues to move in a positive direction. Positive relationships are continuing to be developed within the downtown and the community at large. To further expand on our public relations; our DDA presentation is being shopped around to various community and regional groups. Recently, I presented to the Oxford Rotary and Metamora DDA. These presentation opportunities showcase the positive direction of our organization, and allows for greater understanding of the DDA. Additional presentations will be scheduled in the future to continue to get the word about our mission.

Below is a summary of the various activities over the past month:

1. Organization

- Revamped volunteer log - Volunteer hours for February 2016 - **55.5**
  - **24.5** volunteer hours - Internship, **31** volunteer hours - Committees, etc.
- Attended Main Street Oakland County (MSOC) Quarterly Workshop
  - Day and a half workshop
- Presented 2016-2017 budget draft to Village Council
- Weekly meeting/updates with board Chair
- Regularly networking with the community
  - Chamber Coffee Connect
  - Community Leaders Meeting
  - Roundtable with Senator Gary Peters
  - Meetings with individuals
  - Ongoing visits with business owners
  - Attending Oxford Rotary meetings
  - Oxford Community Schools Evaluation
- Ongoing communication and visits with business owners

2. Economic Restructuring (Development)

- E. Burdick St. Development (Weckle) awaiting engineering
- Building Department is reviewing plans for Falling Down Brewing Co., and Homegrown Brewing Co.

- Ongoing Involvement with Village master planning committee - currently reviewing potential redevelopment plans. The DDA Board will have an opportunity for review and comment as the master plan starts to come together.
- Attended meeting with MDOT regarding M-24

### 3. Design (Historic Preservation)

- Eastern Michigan University - Historic Preservation graduate student, Chelsea Grossmann has started work on updating the 1999 Inventory of Historic buildings for downtown Oxford. - Making great progress.
- Discussion/planning for May - "Historic Preservation Month"

### 4. Promotions

- Presentations -
  - March 1 - Metamora DDA
  - March 15 - Oxford Rotary
- OCTV -
  - Meeting with Terri Stiles to discuss an increased involvement and partnership to develop downtown features, and promotional video. Plan is currently being developed.
  - Presented "Day Break" with Village Manager - Feb. 18, 2016
- Concerts in the Park -
  - Musicians and dates have been selected.
  - Press release announcing dates and musicians will go out by the end of the month
  - Sponsorship letter has been drafted, additional solicitation will go out over the next few weeks
  - Updating of Concerts in the Park webpage is in progress (not live yet). Additional updates will be necessary as sponsors commit to the event series.
- Website current stats:
  - Concerts in the park - 135,115 hits
  - Scarecrow Festival - 16,718
  - DDA Board & Staff - 2,905
  - Business Directory - 2,257
- Social media -
  - Facebook as of 3/16/2016 - 544 followers (increase of 35 since last month)
  - Instagram as of 3/16/2016 - 113 followers (increase of 9 since last month)
- Newsletter - "The Downtowner"
  - January newsletter stats: 3/16/2016, 30% open rate (non profit average is 22.9%)