



Oxford Downtown Development Authority
November 16, 2015 Board Meeting
Agenda Item #7a

Date: November 13, 2015
To: DDA Board Members
From: Joe Frost, *Executive Director*
Subject: Executive Director Report | November 2015

The Oxford Downtown Development Authority/Main Street is moving forward. In a short amount of time we are starting to establish a positive image and relationships with downtown businesses, working towards our Main Street accreditation, developing properties, and coordinating events and programs. Since last month, we have increased our social media following, are working to redevelop a number of vacant parcels, and seen a ground breaking on a new development. Committees are meeting regularly, and the capacity and effectiveness of each is growing. We are moving in the right direction and concrete things are starting to happen.

We have only scratched the surface. As we start thinking about 2016, there is still a lot of work to do! Below is a summary of the various staff and volunteer activities over the past month.

1. Organization

- Attended Michigan Downtown Association annual conference. See attached report.
- Weekly meeting/updates with board Chair.
- Regularly networking with the community - Chamber Coffee Connects, Community Leaders Meeting.
- Attending quarterly Main Street Oakland County Executive Directors meeting
 - Discussing of MSOC evaluations - Oxford Date to be determined. I am shooting for January or February.
 - Discussed updates and new guidelines from the National Main Street Center. Some of which regarding a revamp of current committee structure. More information will be available soon.
 - New Executive Director training will be the 2nd week of February.
- Ongoing - compiling the necessary documents for MSOC evaluation.

2. Economic Restructuring (Development)

- Attended Oakland County's One Stop Ready Community Showcase
 - Showcase was attended by over 70 developers and real estate professional
 - Presented 15 N. Washington as a site for potential redevelopment

- Ongoing conversations with owner of 15 N. Washington - this vacant parcel is a priority for redevelopment.
- Meeting with Eric Ebeling - real estate broker who is under contract with Oxford Marketplace for leasing of that property. Discussed marketing and redevelopment of properties available at Marketplace.
- Meeting with Catherin Abad at Senior Consultant at Oakland County One Stop Shop - Discussed Oxford market, and services One Stop Shop can provide. Provided me with market data on the Village of Oxford.
- E. Burdick St. Development agreement with Dave Weckle.
- Meeting with Real Estate Gives - Discussed facade grant program, and sponsorship opportunities.
- Meeting with DTE Energy - Carolyn Bennett, Discussed redevelopment potential and what procedures may be needs in regards to infrastructure.

3. Design (Historic Preservation)

- Facade grant program - draft, see attached.
 - Received sign grant application for 24 S. Washington St. - application was reviewed, but not forwarded to board. Project was completed prior to review.
- Determining the feasibility of National Historic Register nomination
 - Have had conversation with Michigan State Historic Preservation Office, and the Michigan Historic Preservation Network.
- Reviewed Christmas decorations with Don Brantley and DPW - exploring the feasibility of reinvesting in decorations for next year. Current decorations are deteriorated and at least 20 plus years old.

4. Promotions

- Soup & Sweet Stroll planning is underway. Friday, December 4th is the event.
- Small Business Saturday - November 28th. Many downtown businesses are participating. Promotional materials have just arrived and will be distributed soon. Working with the Chamber to get the word out.
- Website current stats:
 - Concerts in the park - 61,675 hits
 - DDA Board & Staff - 2,208
 - Business Directory - 1,507
 - DDA Grant Programs - 603
 - Available Properties - 341
- Social media
 - Facebook as of 11/13/2015 - 314 followers (increase of 20 since last month)
 - Instagram as of 11/13/2015 - 65 followers (increase of 27 since last month)
 - Social media following is still growing steady.
- Presented OCTV's "Daybreak" with Joe Young.

- Filmed Soup & Sweet commercial with OCTV.
- Meeting with Bill Service regarding OCTV benefits and viewership. See attached viewer statistics.
- Newsletter - "The Downtowner" to inform community and businesses. As of 11/13/2015, 28.4% open rate. (Nonprofit average open rate is 23.5%) Of 168 subscribers, 94 opens.
 - Recent edition of newsletter has a new section called "featured business."
 - Featured Bill Wheeler owner of Jets Pizza. This is an opportunity to get the word out about downtown businesses.
 - Started at the south end of downtown.
 - Will feature an different business each month.