
Village of Oxford
Downtown Development Authority 248-770-8587
Meeting Minutes
Monday March 18, 2019 at 6:00 p.m.
Council Chambers, Oxford Village Hall

1. Meeting called to order at 6:00pm by Chairperson Scholz
2. Pledge of Allegiance
3. Roll Call: Nicole Ellsworth, Joe Frost, Dorothy Johnston, Elgin Nichols, Sue Oles, Pete Scholz
Absent: Rod Charles (excused), Michelle Klein (excused)
4. Public Comment on non-agenda items: none
5. Consent Agenda
 - a. Motion by Johnston to approve Consent Agenda; second by Frost; vote 6-0.
 - b. Motion by Nichols to approve minutes of February 18, 2019 regular meeting; second by Johnston; vote 6-0.
 - c. Motion by Johnston to receive and file Police, Code Enforcement, DPW, Executive Director, and Revenue-Expense reports and financial statement; second by Frost; vote 6-0.
6. Payment of bills
 - a. Motion by Nichols to approve February bills in the amount of \$39,640.80; second by Frost; roll call vote 6-0.
7. Unfinished/Old Business: none
8. New Business
 - a. Façade grant 15 E Burdick (John Burt Realty):
Discussions regarding the renovation/restoration not keeping with historic downtown preservation (Frost) and the use of taxpayer money to update the building (Ellsworth). Chairperson Scholz commented the amounts of the grants are to encourage owners to improve properties and that John Burt is a long-time downtown property owner. Motion by Nichols to approve \$10,000 façade grant and \$1,500 awning grant; second by Johnston; roll call vote 4-2 (Ellsworth & Frost).
 - b. Comcast Spotlight Target video campaign to promote district:
Discussion regarding sales monitoring methods to measure effectiveness. Frost recommended increasing the budget line item that covers this type of promotion. Nichols recommended Pape meet with OCCTV manager who has background in media advertising. Design will go thru Promotions Committee.
Motion by Frost to develop 3 month campaign and work with Promotions Committee for a more robust plan not to exceed \$3,000; second by Nichols; roll call vote 6-0.
 - c. 2018 Main Street evaluation report:
Received national accreditation with Main Street America. Discussion on recommendations, weaknesses and strengths. Motion by Frost to receive and file the report; second by Nichols; vote 6-0.
 - d. 2018-19 Tech Visit
Motion by Frost to instruct staff to work with MSOC and Digital Alliance to use Tech Visit for M24 campaign branding logo; second by Nichols; vote 6-0.

- e. 2019-20 budget
\$350,000 increase in budget mostly due to M24 Project. Motion by Nichols to recommend adoption of budget to Village Council; second by Johnston; roll call vote 6-0.
 - f. Items moved from consent agenda: none
9. Board Member Comments
- Frost: Village Council updated snow ordinance and sent the recreational marihuana issue to Planning Commission; Main Street Conference is next week and the Main Event Awards Night is May 9th.
- Nichols: Township has voted against marihuana shops; potholes can be reported directly to Oakland County Road Commission on their website.
- Nichols: 5-1 Diner is providing lunch for spring clean-up (May 4th).
- Johnston: Thanks to Glenn.
- Oles: Great meeting.
- Scholz: Finalizing detour for M24 project; Glaspie will have skip patching done in 2019 and will be resurfaced in 2021.
10. Extended Public Comment: none
11. Adjourn: Motion by Scholz to adjourn at 7:24; second by Johnston; vote 6-0

Next DDA Board regular meeting: **Monday, April 15, 2019 at 6:00 p.m.**