

Village of Oxford
Downtown Development Authority 248-628-9941
Board Meeting Agenda
November 22, 2021 at 7:00 p.m.
Village Offices

Topic: DDA December Board meeting

Time: Nov. 22, 2021 @ 7:00 PM Eastern Time (US and Canada)

1. Call meeting to order
2. Pledge of Allegiance
3. Roll Call: Nicole Ellsworth, Dorothy Johnston, Pete Scholz, Rod Charles, Justin Willcock, Marie Powers, Ashley Ross
4. Public Comment on non-agenda items (3-minute limit)
5. Consent Agenda:
 - a. Approval of proposed agenda
 - b. Approval of October 2021 meeting minutes
 - c. Police report
 - d. Code enforcement report
6. Financials
 - a. Financial statements & revenue expenditure reports
 - b. Bills: November 2021
7. DDA reports
 - a. Executive directors report
 - b. Promotions committee report
 - c. Organization committee report
 - d. Economic committee report
 - e. Design-No grant reviews this month
 - f. Chairman's report
8. Unfinished/Old Business
 - a. Speaker System
 1. Breakers with Lighting
9. New Business
 - a. Bill Dunn- Resignation/Retirement

b. December meeting

1. Date

c. Items moved from consent agenda

10. Board Member Comments

11. Extended Public Comment

12. Adjourn

Next DDA Board regular meeting: **December 20th, 2021 at 7:00 p.m.**



**Village of Oxford
Downtown Development Authority
Meeting Minutes
Monday, October 18th, 2021, at 7:00 pm
Village of Oxford Council Chambers: 22 W. Burdick St, Oxford, MI 48371**

1. **Call to Order:** Chairperson Ellsworth called the meeting to order at 7:15pm.
2. **Pledge of Allegiance**
3. **Roll Call Attendance:** Members Present 7: Rod Charles, Bill Dunn, Nicole Ellsworth, Marie Powers, Ashley Ross, Pete Scholz, Justin Willcock.
Members Absent 1: Dorothy Johnston
Staff Present: DDA Director Kelly Westbrook and Recording Secretary Vicki Balongie.
4. **Public Comment on Non-Agenda Items:** none
5. **Consent Agenda:**
 - a. **Motion:** by Scholz/Ross to approve the proposed agenda with the addition of 9c DDA Goals for 2022.
Vote: Ayes: 7. Nays: 0. Motion carried
 - b. **Motion:** by Dunn/Scholz to approve the September 2021 meeting minutes.
Vote: Ayes: 7. Nays: 0. Motion carried.
 - c. **Motion:** by Dunn/Powers to receive and file the Police and Code Enforcement reports.
Vote: Ayes: 7. Nays: 0. Motion carried.
6. **Financials:**

Motion: by Dunn/Ross to receive and file the financial statements and revenue expenditures reports, and to pay the October 2021 bills in the amount of \$23,922.83.
Roll call vote: Ayes: 7. Nays: 0. Motion carried.
7. **DDA Committee Reports:** Director Westbrook presented the Executive Director, Promotions Committee, Organization Committee, and Design Committee reports.

Motion: by Dunn/Ross to receive and file the DDA Committee reports.
Vote: Ayes: 7. Nays: 0. Motion carried.
8. **Unfinished Old Business:**
 - a. Speaker System breakers
Due to breaker restrictions, speakers must be on for the Christmas lights to work. Christmas lights are controlled by a light sensor. Music and lights will come on at dusk.
 - b. Façade grant for Journey Lutheran Church
Motion: by Scholz/Dunn to approve grant in the amount of \$2,440.75.
Roll call vote: Ayes: 7. Nays: 0. Motion carried.

9. New Business:

a. Design Grant Applications

1. 6 N. Washington – Sign grant (Bridal Salon)

Motion: by Dunn/Charles to approve grant of 50% of cost, up to \$1,500, with approval of Design Committee.

Roll call vote: Ayes: 7. Nays: 0. Motion carried.

b. Chair Appointment (Nicole Ellsworth's term expired Sept 2021)

Motion: by Dunn/Ellsworth to appoint Rod Charles as DDA Chairperson.

Vote: Ayes: 7. Nays: 0. Motion carried.

Motion: by Dunn/Ellsworth to appoint Marie Powers as Vice Chairperson.

Vote: Ayes: 7. Nays: 0. Motion carried.

c. DDA Goals for 2022

Board member Dunn requested all board members to have goal suggestions at next month's meeting. Board member Scholz requested updated budget for next Organization Committee meeting to evaluate goal suggestions.

d. Items moved from consent agenda: none.

10. Board members comments:

All board members commended Director Westbrook on the success of the Scarecrow Festival. Board members Charles, Ross, and Scholz acknowledged Chairperson Ellsworth's contribution leading the DDA thru the last year's transition.

11. Extended public comment: none

12. Motion to adjourn by Dunn/Charles at 7:55pm.

Vote: Ayes: 7. Nays: 0. Motion carried.

Next DDA Board regular meeting: Monday, November 15th, 2021, at 7:00pm

OXFORD VILLAGE POLICE DEPT.

POLICE CHIEFS REPORT

2021-October

Michael D. Solwold-Chief

	MONTH		CHG	YEAR TO DATE		
	Oct. 2021	Oct. 2020		2021	2020	DIFF
CALLS FOR SERVICE	657	670	-13	6623	5325	1298
CITATION/WARNING	409	432	-23	4090	4021	69
ACCIDENTS	8	5	3	48	51	-3
	POSITION	#				
	CHIEF	1				
	OFFICERS/FT	5				
	OFFICERS/PT	3				
	Service Aid	2				
	Cmv enf	1				
	Parking Enf	2				
	Reserves	12				
	TOTAL	26				

Below is designated for crime-specific stats:

- 6 Domestic Violence calls
- 5 Drunk driving arrests/resisting arrest
- 2 weapons violations-Reckless discharge/Felonious assault
- Suicidal/Homicidal subject with a knife-Taser deployment and transported to hospital safely
- SCARECROW FEST-WITCHES NIGHT-OUT-PEP RALLY IN CENTENNIAL PARK-DEVILS NIGHT-HALLOWEEN

OCT 2021												
	WASHINGTON	GLASPIE	E BURDICK	LAKEVILLE	OXFORDLAKES	PONTIAC	W BURDICK	W OF 24	E OF 24	N W LOT	N E LOT	TOTALS
speed	75	18	12	17	8		21	2	2			155
red light	56	2										58
stop sign					23	2						25
improper turns	9				1		2	1	1			14
seat belt												0
drivers licence violations	14		1	3	2		4	2				26
plate violations	16	3	1	2			1	1				24
insurance/registration	17	6	3	3	2		8	3				42
equipment	18	3	3	1	1		4	2				32
misc. violations	9				1		3	2	1			16
parking violations	4	2	3					1	1			11
fail to yield to emergency vehicle												0
commercial motor vehicle tickets	6											6
Location Totals	224	34	23	26	38	2	43	14	5			409

Grand Total for the Month	409
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CODE ENFORCEMENT ACTIVITY REPORT

Location / Address	Description	Date Opened	Date Revised	Date Closed	Comments / Action Taken
49 Pontiac	trailer improperly parked	10/5/21	10/27/21		trailer letter sent performance by 11/15
259 Oxford Lakes	grass	9/4/21	10/5/21		3 warnings no performance . Citation issued
area of Mechanic and Crawford	report of barking dogs.	10/5/21	10/6/202110/11		spent time in area, did hear a few random barks but no nuisance. Will monitor
58 Park	junk on sides of house	9/23/21	10/5/21	10/11/21	will speak with Village Mgr. owner contacted 10/11 asking for more time. Will follow up
77. N. Wash.	junk stacked around property	9/23/21	10/5/21		will speak with Village Mgr.
59 1 st	trailer in driveway	10/6/21			trailer letter sent performance by 10/30
	citizen called in stating someone living in his sisters basement that she wants out				refused to provide house number. Explained that I couldn't move without it but no info. Advised him to have his sister call OPD if feels threatened
Willow St	complaint received 50 gallon closed barrel on site	10/6/21		10/6/21	barrel capped at both ends but empty. Pulled # tag off will try to identify
91 East	grass	10/6/21			notice sent 72 hour performance
64 Pleasant	outstanding fence case on PAT property	10/11/21			involved party called this date and asked for more time. Serious medical issues in home. Will monitor
17 Center	report of resident encroaching his back yard onto village property	9/1/21	10/6 10/11		
29 Scripper		10/13/21			took pictures and sent letter to resident at site twice, no dog seen. Will monitor. On 10/18 dog was in yard. Jogger passed by. Dog ran towards sidewalk obviously interested. Stopped 4' from runner and made no noise. When runner cleared property, dog went back to house
First house north of Oxford elementary	report of barking dogs.	10/13/21	10/18/202110/27		R.P. sent e mail with noise captured. Went to site twice, unable to contact Mgr. Sent e mail explaining ordinance language re: noise
TKMS	noise complaint by resident of Oxford Lakes	10/13/21			

Executive Director's Report

Another busy month in the books! First and foremost, I want to thank all of you for your time and commitment, whether it was showing up to committee meetings this month or giving me the support I needed. Please know you are appreciated!

I have updated our project tracker on the next page to outline specifics, but this month consisted of the following

- Met with many current business owners
- Met with business owners, looking to move or start businesses in the district
- Worked on budgeting for cap improvements
- Reorganized Soup & Sweet Stroll
 - Confirmed 2k in sponsorship
 - Set up an online ticketing platform for sales
 - Placed Ads and new ticketing format
- Grew Social Media
 - Added new event pages to grow audience
 - Promoted events & info on the DDA
- Website updates
 - Added new information to website
 - Reconfigured info to make more user friendly
 - Started utilizing LocalHop for new calendars
- Grant Program
 - Met with multiple businesses and building owners to go over the grant program and help them feel confident with the process. Helped choose new colors and worked with Marygrove Awning to help provide new quotes
- Mainstreet/Government Stats
 - Completed all reports for Oakland County including 3rd quarter stats
- Volunteers
 - Secured new volunteers to help plant over 800 spring bulbs downtown
 - Secured volunteers for Soup and Sweet Stroll as well as Float building
- Managed the Christmas décor downtown
 - Purchased new tree for the Gazebo, decorated and placed.
 - Made 34 Christmas pole swags on the weekend to complete the décor for the poles downtown.
 - Worked together with Excel and DPW to light M-24 and the backs of the buildings this year

Project TRACKER - Oxford DDA

Project	Notes/Updates	Status	Start date	Due on
Restaurant Grants	(K. Westbrook) Currently collecting receipt from restaurants in order to refund them using the Oakland Count Grant funds. I would like to see how much \$ we can put towards the social district, since each restaurant will owe \$270. Checks just went to bill run 4-13-21. I hand delivered checks to all the restaurants that were awarded grant money. We will utilize the remaining money to purchase permits for the restaurants or give them an additional check towards their items. I also delivered sanitizers to restaurants or met them at the village offices for pick ups. 7-14-21. Second round of checks were cut this week and will be personal distributed	Done	2/18/2021	3/11/2021
2021/22 Budget	(K. Westbrook) Start asking committee members to come up with line items for their budgets. 4-13-21 update - I met with the village, DPW, Committees and multiple companies to request bids to put into the budget. The budget is on the agenda tonight for review. (K. Westbrook) Contacted 3 companies for quotes on steps. Quotes will be in next week. First quote came in at roughly 18k. 4-13-21 update - I followed up with Birmingham Sealcoat and steps go in the 20 and 21st of April. (K. Westbrook) Confirmed Les from Organics Farms- He will be bringing out Meat, Honey, Eggs and Fruits/Veg for the Farmers Markets starting in June. Trying to find vendors for cheese and flowers. 4-13-21 We have secured our flower vendor. Angie Green is working hard on permits and the promotional committee is working on the best space to utilize. 5-14 - Putting promotional info together 7-14-21 Additional Vendors have been secured. Focused on a larger spot for next season and later timeline	Done	2/28/2021	5/1/2021
Gazabo Steps		Done	3/1/2021	4/30/2021
Farmers Market		Done	1/29/2021	5/29/2021

Project TRACKER - Oxford DDA

Project	Notes/Updates	Status	Start date	Due on
Speaker System	(K. Westbrook) Speaker system- 1/2 paid for by DDA. Waiting on delivery of system. Target date is mid April. DPW will be building the structure for the speaker to sit on top of. I checked in today with the company for any updates. (4/13/21) Update- Met with James from IT and he has purchased the cords that we need to hook up the main system. He DPW has finished the structure that the speakers will sit on top of (Museum Roo) Checked with the company and we are two weeks behind, but still on track for our June launch date. 5-14- Everything is in house. the structure has been set up. System hook up is May 24 July 14, 21 Speaker system has been adjusted for certain resident concerns (K. Westbrook) Rich will be picking up the benches & Garbage cans this week 2-23. I did let him know that we will pay him for the remaign flower containers (20 as of now) 4-13-21 update. Rich has almost finished the benches and cans. He did go to the DPW yard to quote the remaining 26 planters, but recommended to us that we wait on doing anything to them because they are in good shape.	Done	1/20/2021	4/30/2021
Benches/Sandblasting	(K. Westbrook) Spoke to the Village and multiple DDA members. We will be pushing forward ont he Social District. Kelsey is going to draft the paperwork. I had a call today with LO and Farmington Hills to get their perspective. They suggested an agreement that when the restaurants are open, the social district is open. 4-14-21 - Update. The Village council approved the social district on 4-13-21. I sent an email out to all the restaurants and am setting up an information session to help them understand how the social district will work and what their cost will be for permits from the state. June 4th will be our launch date. 5-14 6 restaurants out of 9 have applied. Waiting on remaining 3. Making signage this week. Stands have been ordered	Done	1/20/2021	3/31/2021
Social District		Done	2/18/2021	6/1/2021

Project TRACKER - Oxford DDA

Project

Notes/Updates

Status

Start date

Due on

(K. Westbrook) Currently working with Grissim on Flowers, Trees and crosswalks for downtown. When I have examples I will email the group 4-13-21 I met with the engineers and measured out new areas for ballords. We have checked trees, decided on crosswalk colors, flower colors, etc. Project is still looking like a finish date of mid May to 1st of June 5-14 We moved some tables/chairs around to spread things out. Hanging baskets will be on time. No banners this year. Watering system ordered. Placement of planters and cans will be this week. 7-14-21 Ballards and bike racks were collected so we can utilize in different areas, giving us the funds to turn street lights and even out benches at no cost to us.

In progress

2/25/2021

4/30/2021

MDOT (K. Westbrook) Had a meeting with Oxford Bank to introduce myself. Put together a proposal for Concerts partnership opportunities and emailed it as part of follow up. Oxford Bank confirmed Title Sponsorship @ 2k for concerts. 4-13-21 We have another sponsor in at the \$500 level. We have booked 4 out of 8 bands. Excited to have secured Jordan Ackerman's Band (Oxford Athletic Director) for the kick off event on June 17th. 5-14 All bands have been booked and I have sent them their contracts. I did slot a magician for family night on July 8th. I completed designing the banners as well as ordering them. Working on individual flyers. 7-14-21 Family night had over 1000 people. Add one more family night to the end of the concert season.

Concerts In The Park

Needs Approval 5-14 - 30 companies requested to be apart of the program. Excel has sent out the proposals and are setting up times to clean buildings.

Spring Clean 2021

Done

2/18/2021

5/28/2021

Done

4/2/2021

6/19/2021

Project TRACKER - Oxford DDA

Project	Notes/Updates	Status	Start date	Due on
Lighting Project	Needs Approval 5-14 Waiting on contract from Excel to have building owners sign. Everyone I have spoken to thus far is all for the project 6-18 New Proposal 7-14-21 Lights are up in the park. One concern about the bend in the light poles. Working with Excel and an engineer currently to find a good solution.	<i>In progress</i>	4/19/2021	7/30/2021
Kids Rock Garden	We have decided to start a kids rock garden in the park. Space will be cleared the 23rd and I have already ordered the signage DPW has helped get the mulch. I will pick up the flowers, paint and other tools on Saturday the 22nd. We will be going out this week to mark areas for flowers and mulching. Clean up day is the 23rd	Done	5/7/2021	5/23/2021
Community Clean up Day	7-16-21 We have collected one bid for the project, but in the process of getting one more	Done	4/29/2021	5/23/2021
New Project- Movie Theater Side	Activated- Sold over 5k in Gift cards to date. Added an additional 2 businesses this month	<i>In progress</i>	7/2/2021	8/30/2021
Gift Card Program	Currently working with the org committee to rank Capital Improvement projects in order of importance	<i>In progress</i>	10/1/2021	4/1/2022
Capital Improvement projects	Working on updating the website to make it more user friendly. Also, switching over our DDA calendar to utilize LocalHop	<i>In progress</i>	11/8/2021	1/31/2022
Website Updates/Calendars	Secured 2k in sponsorship and 14 restaurants to participate. Currently selling tickets on LocalHop. Looking for 10 additional volunteers	<i>In progress</i>	11/1/2021	1/31/2022
Soup & Sweet Stroll	Would like to work with the Chairperson of the Promo committee to realign into separate event committees in order to not have volunteer burnout	<i>In progress</i>	11/1/2021	12/3/2021
Realign Promo Committee		Not started		

Project TRACKER - Oxford DDA

Project	Notes/Updates	Status	Start date	Due on
Recap Presentation	Currently working on an end of the year recap presentation/video that showcases everything the DDA has accomplished this year. Presentation at Dec. meeting	<i>In progress</i>	10/29/2021	12/13/2021
Float	The float for the Christmas parade on Dec 4th is coming along. We would love to have a few additional volunteers if anyone has time	<i>In progress</i>	11/1/2021	12/3/2021
Spring bulbs	Over 800 bulbs were planted by the DDA and volunteers. Lights are up on M-24, tree, new tree in Gazebo and lighting in backs of stores. Greenery will be put up on the poles this week and wrapped presents under the tree in the Gazebo	Done		
Christmas Decor	Our monthly business owners meeting is to take place on November 23rd. I have recieved and made many items for small business Saturday that I will be handing out	<i>In progress</i>	11/8/2021	11/30/2021
The Huddle		Done		

Promo

Melissa Counelis

Erin Vezzetti

Leigh Ann Knaus

Chris Zitney

Matthew Long

(Bill Dunn)

Econ

Rod Charles

Marie Powers

Leslie Gelinas

Angie Green

Josh Shriver

(Joining- Heather Shalayko)

Org

Pete Scholtz

Sue Bossardet

Rod Charles

Dorothy Johnston

Mark Young

Design

Nicolette Shagena

Sue Bossardet

Debbie Mick

Sue Oles

Justin Wilcock

Promo Committee

11/8/21 and 11/ 15/21

Soup & Sweet

Santa

Lanyards

Ticketing System

Entertainment

Timing

Sponsorship

Org Committee

11/8/21

Cap Improvement Projects

Crack and Seal Parking Lots

Tripping Hazards

Trees

Resurface

Budget

Interns

Part Time Staffing

Economic Vitality – 11-10-21

1. Purpose of a Downtown Development Authority.

- a. Relationship to Oxford Village
- b. TIF Plan
- c. Previous DDA goals
- d. Economic Vitality Committee

2. Schools & Downtowns.

- a. Oxford - Downtown
- b. Oxford Schools

3. Poly Sci.

- a. re-districting
- b. representatives

4. Member Update/round table

5. Building updates

MARK YOUR CALENDAR:

❄️ **SMALL BUSINESS
SATURDAY IS ON**
NOV.27TH ❄️

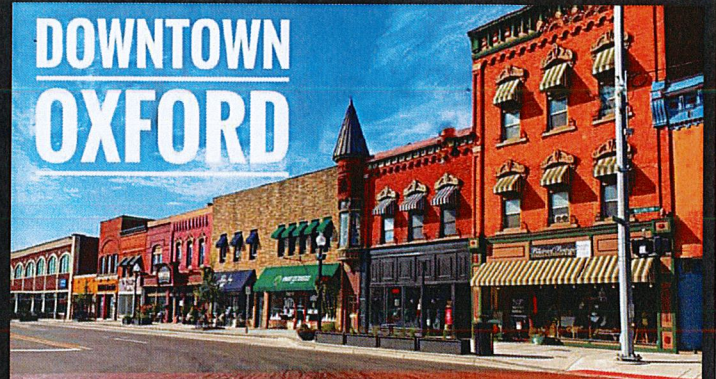
CHRISTMAS IN OXFORD



**SOUP &
SWEET**
Stroll

December 3rd, 2021

**DOWNTOWN
OXFORD**



EAT | SHOP | SPEND LOCAL

**Purchase a
Downtown Oxford
Giftcard today
at the DDA office
or online at
Downtownoxford.info**

MARK YOUR CALENDAR:

❄️ **SMALL BUSINESS
SATURDAY IS ON**
NOV.27TH ❄️

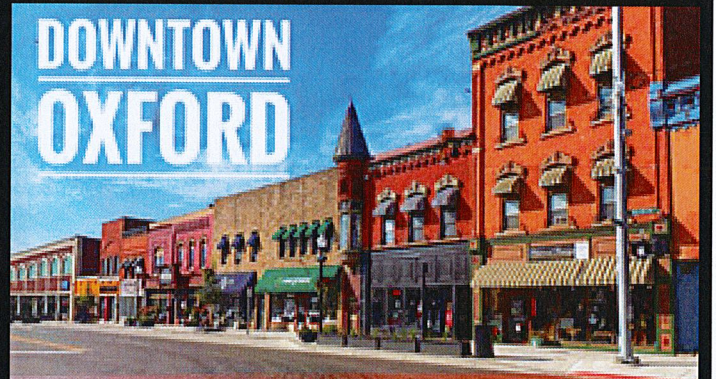
CHRISTMAS IN OXFORD



**SOUP &
SWEET**
Stroll

December 3rd, 2021

**DOWNTOWN
OXFORD**



EAT | SHOP | SPEND LOCAL

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Giftcard today
at the DDA office
or online at
Downtownoxford.info**

OAKLAND COUNTY | MICHIGAN SHOP SMALL AND LOCAL



#ShopLocalOaklandTogether

Influencer Guide

EXTERNAL

Thanks for participating in this year's #ShopLocalOaklandTogether campaign! Let's all work together and encourage family, friends, and social media followers to "shop small and local" this holiday season to support the small businesses here in Oakland County. This guide will help you create one or more videos that could be part of the campaign and shared on Oakland County's social media platforms.

GETTING STARTED

During the months of November and December—and particularly on Small Business Saturday, November 27:

- Visit a small business in Oakland County—it could be a retail or coffee shop, a restaurant etc.—someplace you were already planning on visiting.
- While at the business, make a purchase for yourself or for a family/friend for the holiday season.
- Film a video on your cellular device while you are at the small business. Please follow these "how to" instructions below.



HOW TO SHOOT YOUR VIDEO

- Aim for Natural Lighting: Outside at daytime is ideal. For example, shoot outside the place you purchased an item, meal or service.
- Shoot the Video Twice: Once horizontally and once vertically. If you can only film one way, please film horizontally.
 - *Horizontal Videos work well for Facebook, Twitter and LinkedIn.*
 - *Vertical Videos work well for TikTok and Instagram.*



HORIZONTAL VIDEO



VERTICAL VIDEO

- Have a Family Member or Friend Film You: If you have a family member or friend available, have them take the video for you. If no one is available, film in selfie mode. *NOTE: If filming in selfie mode, please make sure your arm is fully extended when filming the video. Try to fully support the phone and minimize any shaking.*

WHAT TO SAY

- Keep It Short: Video should be anywhere from 15-30 seconds.
- Include the Who, What, Where and Why:
 - *Who are you? (e.g., I am Oakland County Executive David Coulter)*
 - *What are you doing? (e.g., I am out shopping for a gift for my brother for the holiday season.)*
 - *Where are you — what business and community? (e.g., I am here at Tootie and Tallulah's. A gift shop in Downtown Berkley that offers resale art and a variety of Made-In-Michigan gifts.)*
 - *Why are you doing this? (e.g., By shopping local, I am supporting the small businesses and economy in Oakland County. I bought my brother a scarf, and I can't wait for him to open it.)*
- Include the When—if you are shopping on Small Business Saturday, November 27.
- End with a “Call to Action:” Close your video with a message on what the viewer can do next. Leave the viewers with a purpose and encourage them to act on what you want them to do. For example, “Shop small in Oakland County.” Or, “Visit this website.” It can be the website for the store, community or Oakland County at OakGov.com/ShopSmall

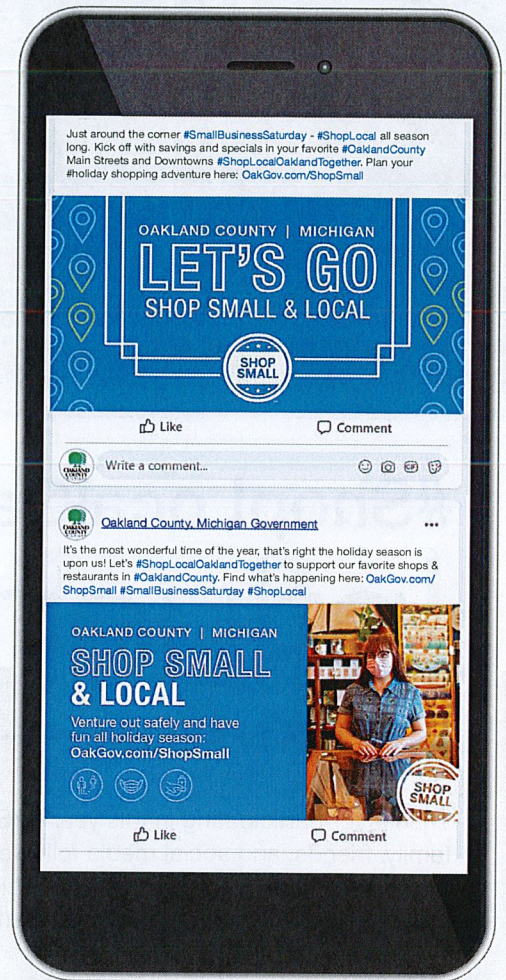
VIDEO IS DONE. NOW WHAT?

Videos can be sent by the following method:

VIA text message or email to:

- Chelsea Schultz (248) 884-0438 or schutzc@oakgov.com
- Sarah King (586) 854-7299 or kings@oakgov.com

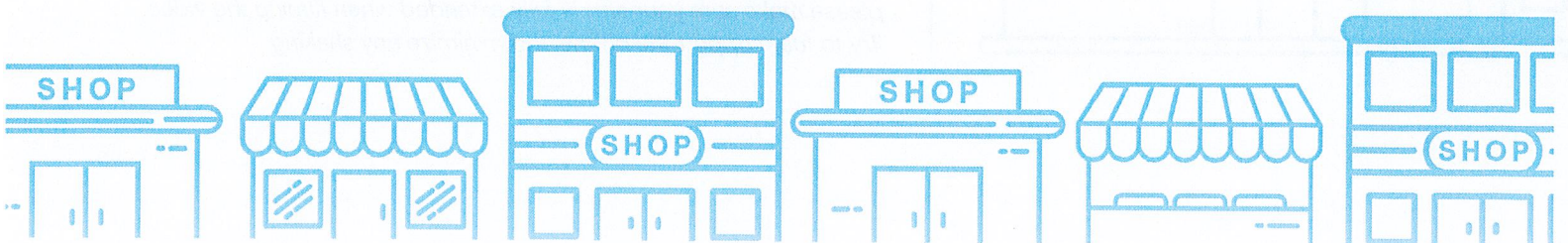
Thank you in advance for your participation! You will be notified when your video is published on social media so you can share on your personal profiles.



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#ShopLocalOaklandTogether
#Oakland County



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town, some delicious sweets
&
local shopping along the way!*



