



OXFORD DOWNTOWN DEVELOPMENT AUTHORITY
Board Meeting
November 18, 2024
7pm
Village Offices

Topic: DDA November Board Meeting

1. Call meeting to order
2. Pledge of Allegiance
3. Roll Call: Pete Scholz, Rod Charles, Marie Powers, Catherine Colvin, Bryce Clark, Leigh Ann Knaus, Jacob Nicosia, Holly Pifer, Scott Taylor
4. Public Comment on non-agenda items (3-minute limit)
5. Consent Agenda:
 - a. Approval of proposed agenda
 - b. Approval of October 2024 meeting minutes
 - c. Police Report
 - d. Code Enforcement Report
6. Financials
 - a. Financial statements & revenue expenditure reports
 - b. Bills: October 2024
7. DDA reports
 - a. Org Committee Report
 - b. EV Committee Report
 - c. Promo Committee Report
 - d. Design Committee Report
 - e. Executive Director's Report
8. Unfinished/Old Business
 - a. Strategic Plan
 - b. Staffing
9. New Business
 - a. Holiday Lights
 - b. Trolley
 - c. Org Committee appointment
 - d. White House District



OXFORD DOWNTOWN DEVELOPMENT AUTHORITY

Board Meeting
November 18, 2024
7pm
Village Offices

e. Holiday Event

10. Items moved from consent agenda
11. Board Member Comments
12. Extended Public Comment
13. Adjourn

Next DDA Board regular meeting: **December 16th, 2024 at 7:00 p.m.**



**Village of Oxford
Downtown Development Authority
Meeting Minutes
Monday, October 21st, 2024, 7:00 pm
Village of Oxford Council Chambers: 22 W. Burdick St, Oxford MI 48371**

1. **Call to Order:** Chairperson Scholz called the meeting to order at 7:00pm.
2. **Pledge of Allegiance**
3. **Roll Call Attendance:**
Members Present 8: Rod Charles, Bryce Clark, Catherine Colvin, Jacob Nicosia, Holly Pifer, Marie Powers, Pete Scholz and Scott Taylor.
Members Absent: Leigh Ann Knaus
Staff Present: DDA Assistant Director Kimberly Smith, Village Manager Joseph Madore, Recording Secretary Vicki Balongie.
4. **Public Comment on Non-Agenda Items:** none
5. **Consent Agenda:**
 - a. **Motion:** by Charles/Colvin to approve the proposed agenda.
Vote: Ayes: 8. Nays: 0. Motion carried.
 - b. **Motion:** by Powers/Nicosia to approve the September 2024 meeting minutes; and to receive and file the Police and Code Enforcement reports.
Vote: Ayes: 8. Nays: 0. Motion carried.
6. **Financials:**
Motion: by Charles/Colvin to receive and file the financial statements and the revenue expenditure reports, and to pay the September bills in the amount of \$28,909.57.
Roll call vote: Ayes: 8. Nays: 0. Motion carried.
7. **DDA Reports:**
 - a. Organization Committee - Charles
 - b. Economic Vitality Committee - Charles
 - c. Promotion Committee - Pifer
 - d. Design Committee - Colvin
 - e. Executive Director - Smith
8. **Unfinished/Old Business:**
 - a. Strategic Plan
Since the board did not have any changes to last month's strategic plan presentation, Kimberly Smith will instruct POW! Strategies to move forward with the final plan.

The Oxford Downtown Development Authority is dedicated to the promotion, development, and historic preservation of downtown Oxford.

9. New Business:

a. Sign Grants

1. Scot's Toys

Motion: by Colvin/Charles to approve 50% sign grant up to \$1500.

Roll Call Vote: Ayes: 8. Nays: 0. Motion carried.

2. Oxford Jewelers

Motion: by Colvin/Taylor to approve 50% sign grant up to \$1500, contingent on sale of business.

Roll Call Vote: Ayes: 8. Nays: 0. Motion carried.

b. Resignation

Motion: by Charles/Colvin to accept the resignation of Kelly Westbrook effective immediately.

Roll Call Vote: Ayes: 8. Nays: 0. Motion carried.

c. Staffing

1. Executive Director

Motion: by Charles/Colvin to appoint Kimberly Smith as Interim DDA Director for 120 days at a salary of \$58,000.

Roll Call Vote: Ayes: 1. Nays: 7. Motion failed.

Motion: by Scholz/Taylor to promote Kimberly Smith to DDA Executive Director at a salary of \$72,000.

Roll Call Vote: Ayes: 7. Nays: 1. Motion carried.

2. Assistant Director

Organization Committee will establish job responsibilities.

d. Board Chair Interim

During Pete Scholz's absence for November and possibly December, Marie Powers will serve as Board Chair.

10. Items moved from consent agenda: none

11. Board members comments:

Charles: Additional specific language is needed regarding absences from board meetings. All committee meeting minutes need to include a list of the members, especially in regard to spending funds.

12. Extended public comment: none

13. Motion to adjourn by Colvin/Charles at 7:59pm.

Vote: Ayes: 8. Nays: 0. Motion carried.

Next DDA Board regular meeting: Monday, November 18th, 2024, at 7:00pm

OXFORD VILLAGE POLICE DEPT. POLICE CHIEFS REPORT

2024-October

Micheal D. Solwold-Chief

MONTH		YEAR TO DATE				
	Oct. 2024	Oct. 2023	2024	2023	DIFF	
CALLS FOR SERVICE	395	547	-152	4594	5092	-498
CITATION/WARNING	339	326	13	3671	3220	451
ACCIDENTS	7	11	-4	65	64	1
POSITION	#					
CHIEF	1					
OFFICERS/FT	5					
OFFICERS/PT	2					
Service Aid	2					
Reserves	10					
TOTAL	20					

Below is designated for crime-specific stats:

Aggravated Domestic Assault	
Warrant arrest X 2	
Fraud X 3	

Oct. 2024	TOTALS											
	WASHINGTON	GLASPIE	E BURDICK	LAKEVILLE	OXFORD/LAKES	PONTIAC	W BURDICK	W OF 24	E OF 24	N W LOT	N E LOT	
speed	12	13	5	16	1		62		1			110
red light	54	2										56
stop sign		3			43	3			1			50
improper turns	5			1	2							8
seat belt							1					1
drivers licence violations	2		2	1	1		6					12
plate violations	8	1		2	4		8					23
insurance/registration	7	4	3	1	3		23					41
equipment	13	1	2	1	2		4	1	1			25
misc. violations	3				2				1			6
parking violations	1	1			2							4
fail to yield to emergency vehicle												0
commercial motor vehicle tickets			1				2					3
Location Totals	105	25	13	22	60	3	106	1	4			

Grand Total for the Month **339**

PERIOD ENDING 10/31/2024
 % Fiscal Year Completed: 33.70

GL NUMBER	DESCRIPTION	END BALANCE		YTD BALANCE
		06/30/2024	2024-25	
		NORMAL (ABNORMAL)	AMENDED BUDGET	NORMAL (ABNORMAL)
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY				
Revenues				
Dept 000				
248-000-402.010	Village Revenue	217,423.71	203,000.00	225,189.69
248-000-402.020	DDA CAPTURE OTHER UNITS	310,433.40	291,000.00	107,848.60
248-000-412.000	Delinquent Property Taxes	19,268.29	18,000.00	1,041.30
248-000-417.000	Unpaid Personal Taxes	0.00	0.00	0.00
248-000-445.000	PENALTY AND INTEREST ON TAXES	0.00	0.00	0.00
248-000-573.000	LOCAL COMMUNITY STABILIZATION	43,062.29	37,000.00	0.00
248-000-581.000	LOCAL GRANT	1,680.00	2,500.00	2,000.00
248-000-581.020	LOCAL GRANT	0.00	0.00	600.00
248-000-581.030	SPONSORSHIPS	0.00	15,000.00	0.00
248-000-654.010	TROLLY	0.00	0.00	0.00
248-000-665.000	Interest Earnings	25,980.52	7,000.00	4,584.89
248-000-665.040	Loan Account Interest	0.00	0.00	0.00
248-000-667.010	COMMUNITY ROOM RENTAL	0.00	0.00	0.00
248-000-669.000	INVESTMENT GAINS/LOSSES	3,765.93	8,000.00	0.00
248-000-673.000	Sale of Fixed Assets	0.00	0.00	0.00
248-000-674.000	Donations	34,423.65	0.00	8,003.68
248-000-674.010	ICE FESTIVAL	0.00	0.00	0.00
248-000-675.000	GIFT CARD PROMO	0.00	0.00	0.00
248-000-676.000	REIMBURSEMENTS	0.00	0.00	0.00
248-000-677.000	MISCELLANEOUS	0.00	0.00	0.00
248-000-678.000	CORP GRANT	0.00	0.00	0.00
248-000-678.010	CORP GRANT CONSUMERS	145,622.43	0.00	0.00
248-000-678.020	CORP GRANT T-MOBILE	45,168.29	0.00	0.00
248-000-696.000	Proceeds Bonds and Notes	0.00	0.00	0.00
248-000-699.101	Transfer In - General Fund	0.00	0.00	0.00
248-000-699.999	Previous Year(Deficit) Surplu	0.00	0.00	0.00
Total Dept 000		846,828.51	581,500.00	349,268.16
TOTAL REVENUES		846,828.51	581,500.00	349,268.16
Expenditures				
Dept 000				
248-000-995.494	TRANSFER OUT	0.00	0.00	0.00
Total Dept 000		0.00	0.00	0.00
Dept 728 - ECONOMIC DEVELOPMENT				
248-728-740.010	Copying	0.00	0.00	0.00
248-728-801.000	DDA COUNTY GRANTS	0.00	0.00	0.00
248-728-802.010	CONSUMERS GRANT EXPENDITURES	5,934.19	0.00	0.00
248-728-802.020	T-MOBILE GRANT EXPENDITURES	5,844.74	0.00	0.00
248-728-802.030	OTHER PRIVATE GRANTS AND DONATIONS	0.00	0.00	0.00
248-728-810.000	Contracted Services	0.00	0.00	0.00
248-728-810.112	COMMUNITY CLEANUP	0.00	0.00	0.00
248-728-885.000	Grant - Door	0.00	0.00	0.00
Total Dept 728 - ECONOMIC DEVELOPMENT		11,778.93	0.00	0.00
Dept 729 - Organization/Administration				
248-729-704.000	Wages	97,399.99	71,213.00	31,747.41
248-729-704.010	ADMIN WAGES	0.00	27,300.00	0.00
248-729-705.000	CLERICAL	0.00	4,000.00	0.00
248-729-710.010	Leave Time Buyout	0.00	0.00	0.00
248-729-715.000	FICA DDA	7,451.19	7,842.00	2,520.52
248-729-716.000	HEALTH /LIFE INSURANCE	0.00	4,800.00	1,200.00
248-729-716.001	LIFE, ST/LT DISABILITY	695.86	1,000.00	197.03
248-729-718.000	Retirement	0.00	0.00	0.00
248-729-718.010	RETIREMENT MERS DC	7,393.92	7,121.00	2,617.44
248-729-723.000	WORKERS COMPENSATION	608.64	800.00	321.52
248-729-725.000	Unemployment	0.00	0.00	0.00
248-729-727.000	Office Supplies	148.77	250.00	50.93
248-729-727.030	COMPUTERS	0.00	0.00	0.00
248-729-730.000	Postage - Newsletter	0.00	100.00	0.00
248-729-740.000	Operating Supplies	636.70	1,000.00	154.27
248-729-740.010	Copying	0.00	0.00	0.00
248-729-740.140	OPERATING SUPPLIES	514.56	0.00	0.00
248-729-807.000	Audit	2,341.78	2,000.00	301.50
248-729-810.000	Contracted Services - Admin.	12,333.67	4,000.00	3,402.70
248-729-810.011	DDA CONT. DPW/PD SERVICES	77,738.49	75,000.00	21,158.53
248-729-813.000	Custodial Services	0.00	0.00	0.00
248-729-818.000	Executive Director	0.00	0.00	0.00

GL NUMBER	DESCRIPTION	END BALANCE	2024-25	YTD BALANCE
		06/30/2024	AMENDED BUDGET	10/31/2024
		NORMAL (ABNORMAL)		NORMAL (ABNORMAL)
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY				
Expenditures				
248-729-826.000	Legal: Litigation	0.00	0.00	0.00
248-729-826.114	Legal: Settlement	0.00	0.00	0.00
248-729-830.000	Membership & Dues	500.00	0.00	250.00
248-729-856.000	Telephone	0.00	0.00	0.00
248-729-856.040	COMMUNICATIONS CELL PHONE FEES	613.84	700.00	153.58
248-729-866.000	Mileage	0.00	50.00	0.00
248-729-900.000	Advertising	6,103.13	2,500.00	371.99
248-729-905.000	Printing & Publications	0.00	100.00	0.00
248-729-920.000	Utilities	907.68	850.00	253.99
248-729-920.100	Utilities - 32 E. Burdick	0.00	0.00	0.00
248-729-920.200	Utilities - 36 E. Burdick	0.00	0.00	0.00
248-729-933.000	Equipment Maintenance	0.00	0.00	0.00
248-729-941.000	Copier Lease	0.00	0.00	0.00
248-729-955.000	WORKSHOPS	2,152.96	500.00	468.04
248-729-955.010	MEALS	337.86	500.00	0.00
248-729-955.020	LODGING	723.56	1,000.00	0.00
248-729-956.000	Volunteer Development	0.00	0.00	0.00
248-729-957.000	Contingency: Year End	0.00	0.00	0.00
248-729-961.000	Taxes: Errors in Roll	0.00	0.00	0.00
248-729-962.000	Insurance	5,030.35	4,500.00	5,160.40
248-729-970.000	Capital Improvements	0.00	0.00	0.00
248-729-991.000	Principal	0.00	0.00	0.00
248-729-992.000	Fees	0.00	0.00	0.00
248-729-993.000	INTEREST	0.00	0.00	0.00
248-729-995.394	Transfer to Debt Service	67,700.50	66,830.00	0.00
248-729-995.494	TRANSFER OUT	0.00	0.00	0.00
Total Dept 729 - Organization/Administration		291,333.45	283,956.00	70,329.85
Dept 734 - BUSINESS & DEVELOPMENT				
248-734-727.000	Office Supplies	0.00	100.00	0.00
248-734-730.000	Postage	0.00	0.00	0.00
248-734-740.000	DOWNTOWN PROMO	(3,857.59)	0.00	234.67
248-734-740.010	Copying	367.64	50.00	0.00
248-734-787.000	Materials	0.00	50.00	0.00
248-734-810.000	CONTRACTED SERVICES -EVENTS	50,725.90	35,000.00	10,886.28
248-734-810.160	CONTRACTED SERVICES-DOWNTOWN	13,056.24	0.00	4,721.37
248-734-810.340	ICE FESTVAL	0.00	0.00	0.00
248-734-817.000	Planning Consult - FBZ	0.00	0.00	0.00
248-734-826.000	Legal Fees	0.00	0.00	0.00
248-734-882.000	TROLLY	6,398.69	10,000.00	2,113.47
248-734-885.000	Grant - Facade	19,720.15	65,000.00	4,483.00
248-734-900.000	HOLIDAY ADVERTISING	0.00	5,000.00	0.00
248-734-905.000	Printing - Celebrate Oxford	0.00	2,500.00	0.00
248-734-942.000	Parking Lot Rental	0.00	0.00	0.00
248-734-943.000	EQUIP RENTAL	0.00	0.00	0.00
248-734-956.000	Miscellaneous	0.00	0.00	0.00
248-734-962.000	Insurance - Celebrate Oxford	0.00	0.00	0.00
248-734-970.000	Capital Improvements	503,298.38	120,000.00	10,884.21
Total Dept 734 - BUSINESS & DEVELOPMENT		589,709.41	237,700.00	33,323.00
TOTAL EXPENDITURES		892,821.79	521,656.00	103,652.85
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:				
TOTAL REVENUES		846,828.51	581,500.00	349,268.16
TOTAL EXPENDITURES		892,821.79	521,656.00	103,652.85
NET OF REVENUES & EXPENDITURES		(45,993.28)	59,844.00	245,615.31

2024 DDA BILL RUN

Account Name	Account Numbers	Vendor	Amount	Description
Contr Services - Downtown	248-729-810.011	Village of Oxford	\$5,000.00	DPW - monthly
Contr Services - Downtown	248-729-810.011	Village of Oxford	\$2,096.67	Police - monthly
Capital Improvements	248-729-970.000	Excel Bros	\$840.00	Skylight Maint
Contracted Service- Event	248-734-810.000	Scots Toys	\$488.45	SCF Vendor
Workshops	248-729-955.000	MDA	\$150.00	Conference Registration
Operating Supplies	248-729-740.000	The Marketing Shop	\$65.00	Business Cards
Mileage/Lodging	248-729-955.020	Kimberly Smith	\$108.74	Conference Expenses Reimbursement
Advertising	248-729-900.000	View Newspaper Group	\$434.00	Witches Night Advertising
		Sub Total	\$9,182.86	
Village of Oxford - Prepaid Bills				
Wages	248-729-704.000	Village of Oxford - wages	\$2,732.34	
FICA	248-729-715.000	Village of Oxford - FICA	\$0.00	
Retirement	248-729-718.000	Village of Oxford - 457 plan	\$115.40	
Life, ST/LT Disability	248-729-716.001	Village of Oxford - Life, ST/LT Disability	\$0.00	Life and Disability Insurance - Dearborn National (Ascend)
Medical Insurance	248-729-716.000	Village of Oxford	\$0.00	
Admin Wages	248-729-704.010	Village of Oxford- Wages	\$1,440.00	Kim's Wages
		Sub Total	\$4,287.74	
Prepaid Bills -				
Cell Phone Fees	248-729-856.040	Verizon	\$51.24	Monthly - Cell Phone
contracted services	248-729-810.000	Multitech	\$37.50	IT services
contracted services	248-729-810.000	Credit Card	\$20.00	Constant Contact
utilities	248-729-920.000	DTE	\$63.97	Electricity
Downtown Contracted Ser.	248-734-810.160	Cloud Cover Music	\$18.95	Cloud Cover- Music
Downtown Contracted Ser.	248-734-882.000	GPS Trackit Trolley	\$13.95	GPS
		Sub Total	\$205.61	
Credit Card Bills				
Contracted Services- Admin	248-729-810.000	Zoom	\$16.95	Service Fee
Contracted Services- Admin	248-729-810.000	Amazon Prime	\$15.89	Prime Membership
Contracted Services Events	248-734-810.000	Amazon	\$169.52	Event Supplies
Contracted Services Events	248-734-810.000	Amazon	\$877.26	Event Supplies
Downtown Promo	248-734-740.000	Factor 4	\$1,017.25	Gift card Program
Capital Improvements	248-734-970.000	Ace	\$81.60	Propane for fire tables
Capital Improvements	248-729-900.000	Facebook Advertising	\$197.88	Courtyard Furniture
Advertising	248-729-955.020	Hampton Inn	\$26.00	Advertising
Lodging	248-734-810.000	Dollar Tree	\$131.25	Hotel for Conference
Contracted Services Events	248-734-810.000	Funky Monkey	\$157.61	Fall Décor
Contracted Services Events	248-729-955.020	City of Rochester	\$50.00	Gift card for SCF event
Parking	248-729-810.000	Microsoft	\$2.50	Parking
Contracted Services- Admin	248-729-810.000	QR Creator	\$8.75	Office Subscription
Contracted Services Events	248-734-810.000	QR Creator	\$29.95	QR Code for event
		Sub Total	\$2,782.41	
		Grand Total	\$16,458.62	

Kimberly Smith

From: brad jacobsen <bradjgolf@yahoo.com>
Sent: Wednesday, November 13, 2024 12:37 PM
To: dadscholz@aol.com; Randy LeVasseur; Kelsey Cooke; Kimberly Smith; Joe Madore; jcharles04@charter.net; scott@sickpizza.com; bradjgolf@yahoo.com
Subject: Re: Organization Committee Agenda Nov 14, 2024

Caution: This is an external email and may be malicious. Please take care when clicking links or opening attachments.

Sorry, forgot Thursday Nov 14. 4 pm DDA Offices

On Wednesday, November 13, 2024 at 12:33:56 PM EST, brad jacobsen <bradjgolf@yahoo.com> wrote:

Attendance

Business:

Trolley update re: short and long term plans

Activities Planned re: social and infrastructure

By-Laws re: attendance

By-Laws re: membership of Board and Committee. How appointed? Applications? List of Members

Job Descriptions for Director and Assist

Director position update from Village Council meeting Nov. 12.

Meeting date discussion

Other Matters



Members in Attendance: Melisa Counselis, Holly Pifer, Lorry Graybeal, Chris Zitney, Angie Green
Members Absent:
Others in Attendance: Kimberly Smith

Promotion Committee positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

2024 GOALS

- Utilize all committee members skill sets to achieve goals.
- Create a positive image of downtown Oxford.

Oxford Promotions Committee Objectives: (adapted December 2023)

To create, maintain and enhance a welcoming downtown Oxford. To help support new business by attracting people into the downtown area with events, activities and engagement.

MEETING AGENDA

1. Feedback on Witches Night
2. Ladies Shopping Day- November 16th
3. Shop Small Saturday- November 30th
4. Soup and Sweet Stroll- December 6th
5. Holiday Parade- December 7th
6. Polar Express and Holiday Market- December 15th
7. Dudes Day

MEETING ACTIONS:

1. Feedback was very positive on Witches Night- very busy. Noted that there were home games for both Lake Orion and Oxford that may have impacted attendance.
2. Suggested Dudes Day be within the next week or two after Ladies Shopping Day. Kimberly will discuss at Huddle with business owners.
3. Shop Small- think 10 will be a good time to start but Kimberly will discuss at Huddle with business owners.
4. Soup and Sweet Stroll
 - a. Decided to use one craft station to make holiday cards to send to seniors in assisted living. Kimberly will contact Independence Village and Hope Senior Center to discuss.
 - b. Decided to have an Oxford banner people can sign and write a note about what they are thankful for, what they appreciate about Oxford or just sign their names and we will leave up in the park all season.



OXFORD DOWNTOWN DEVELOPMENT AUTHORITY
Promotions Committee Meeting Minutes
November 4th, 2024
9am
Evergreens

- c. Decided instead of tree decorating contest to have a virtual tree series. Businesses can set up a tree and decorate as they see fit. Send a picture and we can put together a reel/video of A Classic Christmas in Oxford.
- d. Holly is managing volunteers and put together a sign up genius.
- e. Melissa to work with soup makers and get final list asap.
- f. Kimberly to order lanyards, promote event, put tickets on sale, push out sponsorships, order supplies



Members in Attendance: Scott Kree (Chair), Devoney Crockett, Lindsey Gregor

Members Absent: Catherine Colvin (excused), Sue Bossardet (excused), Sue Oles (excused), Debbie Mick (excused), Denine Wilber (excused)

Others in Attendance: Kimberly Smith (Director)

DESIGN COMMITTEE focuses on creating an inviting and inclusive atmosphere that protects and celebrates the historic character of the downtown with an emphasis of fostering accessible, people-centered public spaces.

2023 GOALS

1. Utilize all board member skill sets to achieve goals.
2. Award sign and façade grants to applicable businesses.
3. Obtain grants that support the DDA design committee's mission.

OXFORD DESIGN COMMITTEE OBJECTIVES: (adapted July 13, 2023)

To create, maintain and enhance a more beautiful and welcoming downtown Oxford.

MEETING AGENDA

1. Open meeting
 - A. Welcome and attendance/introductions.
2. Action items from last meeting:
 - A. ~~Historical Signs Postponed~~
 - B. Christmas/Holiday decorations/lights – quote review/installation date
3. Current and potential grants:
 - A. If any?
4. Budget discussion
 - A. Update, if any
5. Upcoming events:
 - A. November:
 1. Fall decor takedown – Holiday decor put up TBD
 2. Small Business Saturday/Remembrance Day (11/30)
 - B. December:
 1. Soup & Sweets Stroll (12/6)
 2. Dude's Day (12/7)
 3. Polar Express (12/15)
6. Placemaking:
 - A. Washington Square (NW):
 1. Update, if any
 - B. The PatiO (NE):
 1. Update, if any
 - C. Centennial Park (SW):
 1. Update, if any
 - D. The Courtyard (SE)
 1. Update, if any
7. Recent events:
 - A. Witches' Night

8. Future programs, projects, seminars
 - A. If any
9. Close Meeting

MEETING MINUTES

1. Open meeting
 - A. Kree opened Design Committee (DC) meeting at 9:43 A.M.,
 1. Late meeting start due to it being election day and parking issues at Village Hall
 - B. Welcome and attendance/introductions.
2. Action items from last meeting:
 - A. ~~Historic Signs~~
 1. **Meeting agenda amendment: Discussion of "Historic Signs" has been postponed.**
 2. Bossardet and Mick (both with excused absences) could not make the 11/5 DC meeting. They are the most knowledgeable on the Historic Signs project/process.
 3. Discussion has been set for the December meeting.
 - B. Christmas/Holiday decorations/lights
 1. Review of quote submitted by Excel. Discussion was held:
 - i. Smith presented Excel Quote = \$8,836.00 (approximately a \$700 increase from last year)
 - ii. DC requested that Smith review what the differences are because the scope of decorations and parameters has not changed, to the knowledge of the committee.
 - iii. The idea of the "Festival of Trees" within Centennial Park will not be pursued this year and is not part of this quote.
 - iv. Noted "...some red scattered [lights]..." is presumed a new addition this year within the quote. DC was unaware of the addition of red lights for the "Christmas Tree". DC is not necessarily against the addition of scattered red lights if it is not the reason for the cost increase of the quote.
 - v. Noted a discount of \$299.00 has been included in the quote.
 - vi. Deadline for completion (not noted in proposal) for install of holiday lighting to be done before Soup & Sweets Stroll (12/6) at the very latest.
 - vii. **Kree made the motion (Crockett - seconded) to recommend to the DDA Board approval of the Excel quote for \$8,836.00 to install/remove/pack/deliver holiday decorations, if the findings by Smith, as directed above (in items 2.B.ii and 2.B.iv) are viewed as appropriate with supportive reasoning. 3-0 vote in favor to pass along the recommendation to secure the proposal from Excel.**
3. Current and potential grants:
 - A. No applications were submitted over the month of October. No discussion was held.
4. Budget discussion
 - A. No discussion was held
5. Upcoming events:
 - A. November:
 1. Widows weekend (11/16)
 2. Fall decor takedown – Holiday decor put up (11/22)
 3. Small Business Saturday/Remembrance Day (11/30)
 - B. December:
 1. Soup & Sweets Stroll (12/6)
 2. Parade (12/7)
 3. Dude's Day (12/7), pending meeting with business owners
 4. Holiday Market & Santa at the Dealership (12/13-15)
 5. Polar Express (12/15)

6. Placemaking:
 - A. Washington Square (NW):
 1. Truck to remain and planter boxes will be decorated for the Holiday season.
 - B. The PatiO (NE):
 1. Events could prosper in this area due to Holiday Market, Santa, Polar Express being at The Dealership location
 - C. Centennial Park (SW):
 1. Annual Tree Lighting / Santa @ Soup & Sweets Stroll (12/6)
 - D. The Courtyard (SE)
 1. No updates at this time
7. Recent events:
 1. Witches Night
8. Future programs, projects, seminars
 - A. Historical signs follow-up in December
 - B. Trolley will operate less frequently due to mechanical issues. Only used for specific holiday functions and will be in repair over the winter months.
 - C. **On-site (@ Village Hall) existing Holiday décor inventory/organization Tuesday @ 10:30AM (11/12).**
 - D. **Volunteers needed to take down Fall décor/ put up Holiday décor on Friday @ 10:30AM (11/22), Smith to contact OHS' LOFT program and others (business owners and/or committee members) for assistance.**
9. Kree closed meeting 10:30 AM

ACTION ITEMS

- *Historical signs @ next meeting*
- *Excel quote follow-up*
- *Christmas decorations inventory on-site meeting (11/12)*
- *Fall décor take down/Holiday décor install (11/22) to be installed before Soup & Sweets Stroll, Smith to contact LOFT program/business owners/other committee members for assistance.*

This concludes the meeting report for the **November 5, 2024**, Oxford DDA Design Committee Meeting. **Next DDA Design Committee meeting will be on Tuesday, December 3, 2024.**

Respectfully submitted,


Scott E. Kree
Oxford DDA Design Committee Member/Chair

Presented To:
Oxford DDA
Kimberly Smith - Executive Director
22 West Burdick Street
Oxford, MI 48371
248-628-9941 Business.
248-770-8587 Kimberly Smith.
dda@thevillageofoxford.org
ksmith@thevillageofoxford.org

Service location:
22 West Burdick Street
Oxford, MI 48371

Description	Amount
-------------	--------

Select the service(s) you would like us to perform and then click "Accept" at top right of this proposal.

<input type="checkbox"/> Christmas Lights- Tree	\$4,155.00
--------------------------------------------------------	------------

Switch to warm white with some red scattered throughout:
C9 sized LED Christmas lights installed on Oxford's main Christmas tree in Centennial Park.
Spaced about 18 inches apart on whole tree.

- Twinkle lights scattered throughout tree
- 12 inch icicle drop lights scattered throughout tree
- 75x 6.5" Glitzer bursts throughout tree
- trunk wrap with mini lights, very close spacing, from ground up to where branches hang

(reflects discounted price)

<input type="checkbox"/> Christmas Lights: Light Poles	\$4,185.00
---------------------------------------------------------------	------------

5mm sealed plug mini lights on light poles along M-24. About 93 poles.

<input type="checkbox"/> Install / Remove Red Bows	\$390.00
-----------------------------------------------------------	----------

Install / Remove / Pack / Deliver to village storage location. Install along main light poles in downtown, zip tie top bow, and tie loosely bottom ribbon.

<input type="checkbox"/> Christmas Hanging Spritzers	\$405.00
-------------------------------------------------------------	----------

Add On: Hanging Red or Warm White Spritzers hanging from trees in Centennial Park, close to M-24

Additional Details: Prices include use of lights and materials for the season, installation, and removal in January.

Subtotal	\$9,135.00
Extra Discount	-\$299.00
Total	\$8,836.00



Key items to note this month:

- A very successful Witches Night event
- Event planning for Ladies Shopping Event/Dudes Day, Remembrance Day/Small Business Saturday, Soup and Sweet Stroll, Polar Express and Holiday Market
 - Secured \$2000 worth of sponsorships for Soup & Sweet Stroll event
 - Developing Work Plans for events/activities
 - Developing Post Event reporting process
- Met with All for Oxford Advisory Committee and Resiliency Center 3 times in preparation for Remembrance Day
- Hosted business owner Huddle meeting
- Trolley winter schedule has been set, repairs are scheduled for late December- February
- Attended committee meetings
- Met with Lake Orion DDA weekly
- Attended MDA Statewide Conference and presented on our gift card program
- Matched downtown businesses with Oxford Middle School Art program to showcase student art within their space
- Met with Oakland County liaison on requirements and resources
- Main Street America accreditation kick off meeting- our accreditation will be February 5th 2025
- Met with Oxford Bank to discuss partnership and how we can continue to work together
- Attended Chamber of Commerce Coffee Connect to share what DDA is working on
- Attended Shop OC Main Streets Manager meeting
- Reviewing committee processes
- Reviewing recurrent expenditures and identifying cost savings
- Volunteers needed for upcoming events!!

Strategic Action Plan 2024_Oxford DDA

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S												
1	VISION	Downtown Oxford: where historic small-town charm meets strategic growth for a walkable, welcoming and vibrant destination.																													
2	MISSION	The Oxford DDA fosters a vibrant downtown by preserving heritage, stimulating strategic growth, and enriching the community experience for its residents, visitors and businesses.																													
3																															
4	STRATEGY	OBJECTIVE	PRIORITY	TASKS	TIMELINE	COMMITTEE	PROJECT CHAMPIONS	PARTNERS	METRICS OF SUCCESS	RESOURCES FUNDS NEEDED	STATUS	COMMUNITY FUN/ENTERTAINING								WELCOMING/FRIENDLY				SAFE DIVERSE				VIBRANT			
5	Walkable & Welcoming	Traffic, Increased Foot Traffic, Outdoor Seating, Multi-modal Connections, Bike Racks, Organic Public Gatherings, Welcome																													
6		Walkable M-24	1	Improve Crosswalks	2025	Design Committee		Village/MDOT																							
7				Revise Social District Boundary to Include Crossing M-24	2025	EV/Promotions Committees		Village/Businesses																							
8				Traffic Signalization – Slow & Space Traffic	2029	Design Committee		Village/MDOT																							
9				Enhance/Soften Environment & Place-Based Experiences along M-	2025-2028	Design/EV Committee		Owners/Businesses																							
10																															
11																															
12		Multi-modal Connections	1	Develop & Promote Walking & Bike Access to Polly Ann Trail	2025-26	Design/Promotions Committees		Village/Planning																							
13				Extend Trolley Route into Neighborhoods	2025-26	Promotions Committee		Sponsors																							
14				Improve Walking & Bike Access & Amenities between	2027-29	Design Committee		Village/Planning																							
15				Increase Bike & Seating Facilities																											
16				Downtown	2026-27	Design Committee		Village/Planning																							
17																															
18		Place-Based Experience	2	Placemaking Attractions - Games & Sporting Activities, Lighting and murals to Public Events & Public Spaces	2025-2028	Design/Promotions Committees		Property Owners/Businesses/Village/Parks & Rec																							
19				Establish a Welcome Center/Information Hub/Kiosk	2028	Design/Promotions Committees																									
20																															
21																															
22																															
23		Parking	3	Conduct Parking Analysis	2028	EV Committee																									
24				Create Wayfinding Plan	2028	Design Committee		Village																							
25																															
26																															

STRATEGY	OBJECTIVE	PRIORITY	TASKS	TIMELINE	COMMITTEE	PROJECT CHAMPIONS	PARTNERS	METRICS OF SUCCESS	RESOURCES FUNDS NEEDED	STATUS	COMMUNITY ENGAGEMENT												
											WELCOMING/FRIENDLY	SAFE	DIVERSE	VIBRANT	WELCOMING/FRIENDLY	SAFE	DIVERSE	VIBRANT					
Smart Growth	Expand Market Reach	1	Event Analysis – How Can Existing Events Meet Your Market Audience		Promotions Committee			Market Analysis & Recruitment Strategy Completed, # of Key Target Businesses Recruited, Business Retention Rate, Varied Downtown Housing Options, Annual Visitor/Consumer Counts Increase, Balanced Four-Point Approach															
			Marketing Strategy – Utilize Target Market Data to Broaden Reach	2025																			
			Place-Based Experiences: Create experiences that align with Market Audience – Leverage Recreation (Aligns with Walkable & Welcoming Goal)	2026																			
				2027																			
	Entrepreneur Growth	2	Conduct Business Mix & Product Opportunity Analysis		2025 EV Committee																		
			Develop Recruitment & Retention Strategy		2025-26 EV Committee																		
			Create Market Profile & Build Online Presence		2026 EV Committee																		
			Refine Business Assistance Program for New & Existing Businesses & Populate Website/Promote ("Business Communications Plan – Goal Sustainable Organization)		2026 EV Committee																		
			Incubator Shop – Devise Business Plan		2027 EV Committee																		
	Downtown Living	3	Conduct Housing Analysis		2025 EV Committee																		
			Identify Key Properties for Mixed-Use Residential Development		2025 EV Committee																		
			Conduct Site Analysis		2025 EV Committee																		
			Develop Education & Incentives to Support Smart, Complementary Growth		2026 EV Committee																		
			Create Market Profile & Build Target Property Owners & Developers		2026 EV Committee																		

Strategic Action Plan 2024_Oxford DDA

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
STRATEGY	OBJECTIVE	PRIORITY	TASKS	TIMELINE	COMMITTEE	PROJECT CHAMPIONS	PARTNERS	METRICS OF SUCCESS	RESOURCES FUNDS NEEDED	STATUS	COMMUNITY FUN/ENTERTAINING	WELCOMING/FRIENDLY	DIVERSE	SAFE	VIBRANT			
40	Sustainable Organization							# of New Volunteers & Hours, Fund Development Strategy, Board Trainings & Manuals, Staff & Volunteer Retention/Burn-Out, # of Business Outreach Attempts, # of Businesses Engaged in Programs/ Projects/ Discussions, Streamlined Purchasing, Strong Village/DDA Relations & Partnerships										
50	Build Capacity & Efficiency	1	Grow Staff from 1.5 to 2 Full-time Positions	2025	Organization/Executive Committee							X						
51			Assign Champions/Project Leaders	2025	Organization/Executive Committee							X						
52			Partner with Village for Budgeting & Financing Assistance	2025	Organization/Executive Committee						X							
53			DDA Purchasing Policy & Procedures	2025	Organization/Executive Committee		Village				X							
54			Provide Tools, Resources & Training for Boards/Committees Regularly	2026	Organization/Executive Committee							X						X
55			Establish Capital Improvement & Fund Development Plans	2025-29	Organization/Executive Committee						X							
56				2026-27	Organization/Executive Committee						X							X
57																		
58	Increase Volunteerism	2	Develop and Implement a Volunteer Outreach & Management Plan	2025	Organization/Pro motions Committee						X							
59			- Assess and Define Volunteer Needs/Tasks															
60			- Better Define Roles															
61			- Define Outreach in Communications Plan								X							
62																		
63	Grow Business & Community Engagement	2	Communications & Marketing Plan	2025	Organization/Pro motions Committee													
64			- Include Outreach to Volunteers, Businesses and Council								X							X
65																		
66																		
67																		
68																		
69																		
70																		
71	Identify Project Champions, Resources Needed and Funds Needed.																	

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
2.	Resources needed can include number of volunteers, other organizations, research/data, vendors, etc.																		



OXFORD DOWNTOWN DEVELOPMENT AUTHORITY
22 W Burdick
Oxford, MI 48371

DOWNTOWN ADMINISTRATION AND PROMOTIONS SPECIALIST

Salary: \$17.00 - \$20.00 per hour, depending upon qualifications

Hours: 20 – 30 hours per week

Job Posted: November 2024

The Oxford Downtown Development Authority (DDA) is hiring an Administrative and Promotions Specialist reporting to the Executive Director. This energetic self starter will assist with various functions, projects and events related to the operations of the DDA office. Additional projects/tasks will be assigned and tailored to the strengths and skills of the successful candidate.

Essential Duties

- Provides administrative support to the DDA Executive Director.
- Provides services to the public via telephone, in writing and in person, and answers questions within the employee's knowledge and responsibilities; refers inquiries from citizens, and others, when necessary to appropriate persons.
- Composes, types, and edits a variety of correspondence, reports, board and committee meeting materials, memoranda, and other material requiring judgement as to content, accuracy, and completeness.
- Updates content on the DDA website, Facebook page and Instagram accounts. Responds to inquires and comments associated with these social media accounts.
- Creates and distributes DDA marketing material, including social media, digital media, flyers, videos, and events calendars.
- Assist the Executive Director with DDA communications and updates to DDA businesses.
- Prepares, organizes, and manages special events and sponsorships of DDA events.
- Manages volunteer program, gift card program and farmer/artisan market series.

Qualifications

- Bachelor's degree in communications, marketing, business or related field.
- Ability to establish and maintain positive and effective working relationships with employees, officials and the general public.
- Strong organizational skills and attention to detail.
- Ability to work productively without constant supervision.
- Must be able to work with deadlines and frequent interruptions.
- Must have adaptability to changing priorities and ability to work in a fast paced environment.
- Knowledge of social media is required, including Facebook, YouTube and Instagram.
- Knowledge and experience with computers, including Microsoft Office. Publisher and Canva is preferred.
- High degree of professionalism and commitment to providing a high degree of customer service is required.