



Topic: DDA April Board Meeting

1. Call meeting to order
2. Pledge of Allegiance
3. Roll Call: Pete Scholz, Rod Charles, Marie Powers, Ashley Ross, Jake O'Brien, Holly Pifer, Scott Taylor, Jae Choi, Melisa Counelis
4. Public Comment on non-agenda items (3-minute limit)
5. Consent Agenda:
 - a. Approval of proposed agenda
 - b. Approval of March 2026 meeting minutes
 - c. Police Report
 - d. Code Enforcement Report
6. Financials
 - a. Financial statements & revenue expenditure reports
 - b. Bills: March 2026 (**\$38,174.72**)
7. DDA reports
 - a. Org Committee Report – met April 14th
 - b. EV Committee Report – Did not meet this month
 - c. Promo Committee Report – met April 13th
 - d. Design Committee Report – met April 8th
 - e. America 250/Oxford 150 Committee – Did not meet this month
 - f. Executive Director's Report
8. Unfinished/Old Business
 - a. Gazebo Update



9. New Business

- a. Sign Grant (186 S. Washington)
- b. Summer Intern Update
- c. Tree Trimming Quote
- d. Washington Square Mural Project
- e. Capital Improvement Projects
- f. Budget
- g. Marketing Consultant

10. Items moved from consent agenda

11. Board Member Comments

12. Extended Public Comment

13. Adjourn

Next DDA Board regular meeting: **May 18th, 2026**



1. **Call meeting to order:** Board Chair Pete Scholz called meeting to order at 7:10pm

2. **Pledge of Allegiance**

3. **Roll Call, Member Present 5:**

Pete Scholz, Marie Powers, Holly Pifer, Scott Taylor, Melisa Counelis

Member Absent: Jake O'Brien, Jae Choi, Ashley Ross, Rod Charles

Others Present: Executive Director Kimberly Smith, Admin & Promo Coordinator Jess Dickieson,
Village Manager Joe Madore

4. **Public Comment on non-agenda items (3-minute limit):** None

5. **Shop OC Main Street Presentation:**

Erick Phillips, Main Street Oakland County, presented the DDA with \$2,000 in grant money from the Shop OC Main Streets Challenge.

6. **Information Session:** Kimberly Smith discussed what was accomplished in 2025 and goals for 2026.

7. **Consent Agenda:**

- a. Approval of proposed agenda
- b. Approval of February 2026 meeting minutes
- c. Police Report
- d. Code Enforcement Report

Motion: Powers/Taylor to approve file agenda items 5 a, b, c, and d.

Vote: Ayes: 5. Nays: 0. Motion carried

8. **Financials**

- a. Financial statements & revenue expenditure reports
- b. Bills: February 2026 **(\$48,803.91)**

Motion: Powers/Counelis to approve file agenda items 5 a and b.

Roll Call Vote: Ayes: 5. Nays: 0. Motion carried

9. **DDA reports**

- a. Org Committee Report – did not meet this month



-
- b. EV Committee Report – Powers reported
 - c. Promo Committee Report – Pifer reported
 - d. Design Committee Report – did not meet this month
 - e. America 250/Oxford 150 Committee – Smith reported
 - f. Executive Director's Report – Smith reported

10. Unfinished/Old Business

- a. Reminder: Village/DDA Budget Workshop on April 8th, 7pm
- b. Sign Grant (1 N. Washington)

Motion: Taylor/Powers to approve sign grant as presented not to exceed \$1,500.00.

Roll Call Vote: Ayes: 5. Nays: 0. Motion carried

11. New Business

- a. **Jess' Travel to Main Street Conference**
Board approve using credit card for per diem
- b. **Excel Brothers Power Washing Program**

Motion: Taylor/Powers to approve offering power washing program for up to 30 businesses not to exceed \$150 per business

Roll Call Vote: Ayes: 5. Nays: 0. Motion carried

- c. **Summer Intern**

Motion: Powers/Pifer to approve summer intern program not to exceed \$5,000

Roll Call Vote: Ayes: 5. Nays: 0. Motion carried

- d. **Gazebo Update:** Scholz updated on addition of handicamp ramp to Gazebo in Centennial Park and when the project will go out to bid.
- e. **Skyline Lights:** Board discussed to move the skyline light replacement project up by a few months to replace all lights that have been damaged by winter weather.

12. Items moved from consent agenda: None



Village of Oxford
Oxford Downtown Development Authority
Board Meeting Minutes
March 16th, 2026, 7pm
Village of Oxford: Council Chambers 22 W. Burdick

13. Board Member Comments: Excited for Spring weather and the town to get cleaned up to look great for the coming season.

14. Extended Public Comment: None

15. Adjourn:

Motion: Scholz/Taylor to adjourn meeting at 7:58pm.

Next DDA Board regular meeting: **April 20th, 2026**

OXFORD VILLAGE POLICE DEPT. POLICE CHIEFS REPORT

2026-March

Micheal D. Solwold-Chief

MONTH		YEAR TO DATE				
	Mar 2026	Mar 2025	2026	2025	DIFF	
CALLS FOR SERVICE	559	593	-34	1615	1402	213
CITATION/WARNING	436	314	122	1211	888	323
ACCIDENTS	6	4	2	22	17	5
POSITION	#					
CHIEF	1					
OFFICERS/FT	6					
OFFICERS/PT	5					
Service Aid	2					
Reserves	8					
TOTAL	22					

Below is designated for crime-specific stats:

Extortion	
DUI	
Warrant Arrest	
Larceny	

March 2026	TOTALS											
	WASHINGTON	GLASPIE	E BURDICK	LAKEVILLE	OXFORDLAKES	PONTIAC	W BURDICK	W OF 24	E OF 24	N W LOT	N E LOT	
speed	61	12	3	13			15					104
red light	100	2										102
stop sign		3			15	4			8			30
improper turns	18	1			1		2					22
seat belt												0
drivers licence violations	12		1	1	2		1					17
plate violations	56		4	2	1		6					69
insurance/registration	31	1	2		2		2		1			39
equipment	23	2		2	3	1	4					35
misc. violations		1			1		1					3
parking violations		1										1
fail to yield to emergency vehicle												0
commercial motor vehicle tickets	14											14
Location Totals	315	23	10	18	25	5	31		9			436

Grand Total for the Month	436
----------------------------------	------------

PERIOD ENDING 03/31/2026

GL NUMBER	DESCRIPTION	2025-26		YTD BALANCE	AVAILABLE
		AMENDED BUDGET	NORMAL (ABNORMAL)	03/31/2026	BALANCE
				NORMAL (ABNORMAL)	NORMAL (ABNORMAL)
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY					
Revenues					
Dept 000					
248-000-402.010	Village Revenue	274,019.00		237,378.97	36,640.03
248-000-402.020	DDA CAPTURE OTHER UNITS	291,000.00		332,224.11	(41,224.11)
248-000-412.000	Delinquent Property Taxes	18,000.00		2,131.10	15,868.90
248-000-417.000	Unpaid Personal Taxes	0.00		0.00	0.00
248-000-445.000	PENALTY AND INTEREST ON TAXES	0.00		316.95	(316.95)
248-000-528.000	OTHER FEDERAL GRANTS	0.00		0.00	0.00
248-000-573.000	LOCAL COMMUNITY STABILIZATION	37,000.00		0.00	37,000.00
248-000-581.000	LOCAL GRANT	43,500.00		37,500.00	6,000.00
248-000-581.020	LOCAL GRANT	0.00		0.00	0.00
248-000-581.030	SPONSORSHIPS	0.00		0.00	0.00
248-000-654.010	TROLLY	10,000.00		(1,424.63)	11,424.63
248-000-665.000	Interest Earnings	7,000.00		24,658.90	(17,658.90)
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	8,000.00		5,747.08	2,252.92
248-000-673.000	Sale of Fixed Assets	0.00		0.00	0.00
248-000-674.000	Donations	12,000.00		38,574.77	(26,574.77)
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		(159.39)	159.39
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	0.00		0.00	0.00
248-000-678.020	CORP GRANT T-MOBILE	0.00		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		700,519.00		676,947.86	23,571.14
TOTAL REVENUES		700,519.00		676,947.86	23,571.14
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	0.00		0.00	0.00
248-728-802.020	T-MOBILE GRANT EXPENDITURES	0.00		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		0.00		0.00	0.00
Dept 729 - Organization/Administration					
248-729-704.000	Wages	71,213.00		69,321.94	1,891.06
248-729-704.010	ADMIN WAGES	28,000.00		0.00	28,000.00
248-729-705.000	CLERICAL	5,000.00		0.00	5,000.00
248-729-710.010	Leave Time Buyout	0.00		0.00	0.00
248-729-715.000	FICA DDA	7,972.00		5,547.86	2,424.14
248-729-716.000	HEALTH /LIFE INSURANCE	4,800.00		3,200.00	1,600.00
248-729-716.001	LIFE, ST/LT DISABILITY	827.00		656.25	170.75
248-729-718.000	Retirement	7,121.00		0.00	7,121.00
248-729-718.010	RETIREMENT MERS DC	0.00		5,634.79	(5,634.79)
248-729-723.000	WORKERS COMPENSATION	810.00		529.00	281.00
248-729-725.000	Unemployment	0.00		0.00	0.00
248-729-727.000	Office Supplies	500.00		38.13	461.87
248-729-727.030	COMPUTERS	0.00		0.00	0.00
248-729-730.000	Postage - Newsletter	100.00		0.00	100.00
248-729-740.000	Operating Supplies	1,000.00		956.35	43.65
248-729-740.010	Copying	0.00		0.00	0.00
248-729-740.140	OPERATING SUPPLIES	0.00		3,292.97	(3,292.97)
248-729-807.000	Audit	1,800.00		1,554.43	245.57
248-729-810.000	Contracted Services - Admin.	3,806.00		4,194.67	(388.67)
248-729-810.011	AUDITING & DISTRICT MAINT.	100,000.00		25,323.28	74,676.72
248-729-813.000	Custodial Services	0.00		0.00	0.00

GL NUMBER	DESCRIPTION	2025-26	YTD BALANCE	AVAILABLE
		AMENDED BUDGET	03/31/2026 NORMAL (ABNORMAL)	BALANCE NORMAL (ABNORMAL)
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY				
Expenditures				
248-729-818.000	Executive Director	0.00	0.00	0.00
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	600.00	1,808.24	(1,208.24)
248-729-856.000	Telephone	0.00	0.00	0.00
248-729-856.040	COMMUNICATIONS CELL PHONE FEES	1,400.00	609.78	790.22
248-729-866.000	Mileage	400.00	245.10	154.90
248-729-900.000	Advertising	2,500.00	1,880.61	619.39
248-729-905.000	Printing & Publications	100.00	0.00	100.00
248-729-920.000	Utilities	850.00	626.10	223.90
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	1,200.00	1,390.57	(190.57)
248-729-955.010	MEALS	500.00	922.15	(422.15)
248-729-955.020	LODGING	1,000.00	680.77	319.23
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	4,323.00	5,784.60	(1,461.60)
248-729-970.000	Capital Improvements	0.00	15,900.00	(15,900.00)
248-729-970.100	ARPA	0.00	252,832.38	(252,832.38)
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	70,804.00	0.00	70,804.00
248-729-995.494	TRANSFER OUT	0.00	0.00	0.00
Total Dept 729 - Organization/Administration		316,626.00	402,929.97	(86,303.97)
Dept 734 - BUSINESS & DEVELOPMENT				
248-734-727.000	Office Supplies	0.00	82.87	(82.87)
248-734-730.000	Postage	0.00	0.00	0.00
248-734-740.000	DOWNTOWN PROMO	0.00	477.55	(477.55)
248-734-740.010	Copying	1,000.00	0.00	1,000.00
248-734-787.000	Materials	0.00	0.00	0.00
248-734-810.000	CONTRACTED SERVICES -EVENTS	35,000.00	24,300.82	10,699.18
248-734-810.160	CONTRACTED SERVICES-DOWNTOWN	0.00	72,543.04	(72,543.04)
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	10,000.00	(7,034.33)	17,034.33
248-734-885.000	Grant - Facade	60,000.00	4,285.00	55,715.00
248-734-900.000	HOLIDAY ADVERTISING	10,000.00	0.00	10,000.00
248-734-905.000	Printing - Celebrate Oxford	2,500.00	0.00	2,500.00
248-734-942.000	Parking Lot Rental	0.00	0.00	0.00
248-734-943.000	EQUIP RENTAL	0.00	1,292.42	(1,292.42)
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	250,000.00	1,377.87	248,622.13
248-734-970.100	ARPA	0.00	0.00	0.00
Total Dept 734 - BUSINESS & DEVELOPMENT		368,500.00	97,325.24	271,174.76
TOTAL EXPENDITURES		685,126.00	500,255.21	184,870.79
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:				
TOTAL REVENUES		700,519.00	676,947.86	23,571.14
TOTAL EXPENDITURES		685,126.00	500,255.21	184,870.79
NET OF REVENUES & EXPENDITURES		15,393.00	176,692.65	(161,299.65)

Account Name	Account Numbers	Vendor	Amount	Description
Contr Services - Downtown	248-729-810.011	Village of Oxford	\$8,333.33	Auditing and District Maintenance February 2026
Advertising	248-729-900.000	View Newspaper Group	\$231.00	Answer Book Advertisement
Workshops	248-729-955.000	Oxford Area Chamber of Commerce	\$320.00	Golf Outing
Contr Services - Downtown	248-734-810.160	Heritage and Company, Inc.	\$701.93	Tree Replacement
Grants	248-734-885.000	Foil Salon + Beauty Bar	\$474.45	Sign Grant Reimbursement
Contr Services - Downtown	248-729-810.160	Bro's N Dough	\$5,000.00	Spirit of Main Street Grant Award
Downtown Contracted Ser.	248-734-810.160	Electrical Systems Inc.	\$2,993.85	Globe Lights
		Sub Total	\$18,054.56	
Village of Oxford - Prepaid Bills				
Wages	248-729-704.000	Village of Oxford - wages	\$5,377.24	Kimberly's Wages
FICA	248-729-715.000	Village of Oxford - FICA	\$643.92	
Retirement	248-729-718.010	Village of Oxford - 457 plan	\$537.72	
Life, ST/ILT Disability	248-729-716.001	Village of Oxford - Life, ST/ILT Disability	\$65.50	Life and Disability Insurance - Dearborn National (Ascend)
Medical Insurance	248-729-716.000	Village of Oxford - Medical	\$400.00	
Admin Wages	248-729-704.010	Village of Oxford - Wages	\$2,640.00	Jess' Wages
		Sub Total	\$9,664.38	
Prepaid Bills -				
Cell Phone Fees	248-729-856.040	Verizon	\$110.00	Monthly - Cell Phone
contracted services	248-729-810.000	Blue Skies Tech Group	\$47.50	IT services
utilities	248-729-920.000	DTE	\$80.00	Electricity
Downtown Contracted Ser.	248-734-810.160	Cloud Cover Music	\$18.95	Cloud Cover- Music
Trolley	248-734-882.000	One Step GPS	\$65.00	Device Pay Off
Downtown Contracted Ser.	248-000-254-000	Factor 4	\$31.25	Online Hosting Fee -- Gift Cards
		Sub Total	\$352.70	
Credit Card Bills				
Downtown Contracted Ser.	248-734-810.160	CiviCRM	\$15.00	CRM System
Workshops	248-729-955.000	Qwik Park	\$71.00	Airport Parking - Main Street Conference
		Sub Total	\$38,174.72	
		Grand Total	\$38,174.72	
Signature from Village				
Signature from DDA				
Signature from DDA				



OXFORD DOWNTOWN DEVELOPMENT AUTHORITY
Organization Meeting
April 14, 2026
10:30am - Sick Town Hall

Meeting called to Order: 10:32am

Members in Attendance: Chair Brad Jacobsen, Scott Taylor, Ashley Ross, Rod Charles, Pete Scholz, Randy LeVasseur

Members Absent: none

Others in Attendance: none

Organization Committee purpose is to review DDA operations and provide recommendations to the DDA Board regarding such operations.

MEETING DISCUSSION

- **Volunteer Training** - The Committee discussed ways to better orient volunteers to the functions of the DDA and the role of its subcommittees. Members noted that the DDA maintains a membership with Mainstreet, which provides training resources at no additional cost. These resources include both in-person speakers and video materials that volunteers may review on their own schedule. The Committee reached a consensus that volunteers should be informed of the available video resources and encouraged to view them independently, while also being offered in-person learning opportunities. The Committee recommends scheduling social events that incorporate an educational component, with a preference for speakers from other area DDAs who can share practical insights and experiences from their own organizations, rather than speakers with less direct, firsthand experience.
- **Organization Committee Chair** – Chair Jacobsen had indicated in late 2025 that he intended to step down as chair in early 2026. At the meeting, however, he advised that his perspective has changed and that he is willing to continue serving in that role.

Ms. Ross moved to adjourn, seconded by Mr. Scholtz. The motion carried unanimously.

The meeting adjourned at 11:28am.



Members in Attendance: Lorry Graybeal, Holly Pifer, Angie Green, Melisa Counselis

Members Absent: Chris Zitney, Kimberly Smith, Jess Dickieson

Others in Attendance:

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.

2026 GOALS

Per our last meeting here are the items we have discussed as 2026 goals/actions based on the strategic action plan:

- Create placed based experiences that align with market audience
- Volunteer Outreach- how to get more volunteers
- Business Owners Outreach- how to create synergies, communication etc...
- Implements Marketing and Communications plan once created

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

- Create placed based experiences that align with market audience- What games/activities can we offer at the spaces in Washington Square, Centennial Park and behind Grav Cap? What activities can be added to the front of the businesses to draw people in town. The sidewalks could be painted in the front of the businesses with hopscotch or different physical tasks- crab walk, spin, skip, etc. It was also suggested that lockers with a check out code so the last person using would be responsible for the lost/damaged items.
 - Added suggestion- large connect 4, sidewalk activities
 - Volunteer Outreach- how to get more volunteers- places that may have a larger volunteer pool may be churches, senior centers, or college classes/programs that need hours.
 - Added- Holly is trying to work with the NHS in Oxford to arrange more volunteers for upcoming events.
1. Earth Day Event- April 25- sample trees will be handed out, there will be a luncheon at the police station for volunteers.
 2. Mother's Day Business led events- Caveman and Pip usually does an event, local restaurants will have brunch specials.



OXFORD DOWNTOWN DEVELOPMENT AUTHORITY

Promotions Committee Agenda

April 13, 2026

10 am

Evergreens

3. February 2027 Planning Ideas- Some ideas suggested included strolling dinner, kid's date nights, punch cards with promotions from local businesses.
 - a. Gambling on Oxford- poker game where you receive a playing card from each business that you visit for the set period of time -ie week, month.
4. General Oxford Promo ideas- it was highly suggested to get rid of the local gift cards. Run a promotion period to encourage people to use what they already have. And do not allow any other cards to be purchased.

Next meeting May 11 at Evergreens- time TBD



OXFORD DOWNTOWN DEVELOPMENT AUTHORITY
DESIGN COMMITTEE MEETING

April 8, 2026

9:30 AM

Oxford DDA Offices

Members in Attendance: Scott Kree (*Chair*), Devoney Crockett, Holly Pifer, Marie Power, Lynn Boonen

Members Absent: Sue Bossardet (excused), Joe Latozas (excused), Debbie Mick (excused)

Others in Attendance: Kimberly Smith (*Executive Director*), Jess Dickieson (*Admin & Promotions Coordinator*)

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
 2. Action items from last meeting
 3. Current and potential grants
 4. Budget discussion
 5. Other Agenda Items
 6. Placemaking
 7. Home & History Ad Hoc Committee Update
 8. Upcoming Events
 9. Recent Events
 10. Future programs, projects, seminars
 11. Close Meeting
-

MEETING MINUTES

1. Open meeting
 - A. Kree opened the Oxford DDA Design Committee (DC) meeting at 9:35 AM.
2. Action items from last meetings:
 - A. March DC meeting was canceled due to lack of agenda items
 - B. April meeting was moved one week later due to lack of quorum mostly caused by spring break
3. Current and potential grants:
 - I. Sign Grant: O-Town – Strength & Fitness located at 186 S. Washington St.
 1. Discussion was held and application reviewed.
 2. Two (2) quotes provided ranging from \$805.60 wall sign to \$4286.20 illuminated sign
 3. Existing wall mounted sign to be removed. Name to change of current business.
 4. Powers made the motion (Crockett - seconded) to recommend to the DDA Board a 50% grant of the quote chosen, not to exceed \$1500.00 for *O-Town Strength & Fitness, LLC* recommending award of the DDA Sign Grant pending sign permit approval by Village of Oxford. 5-0 vote (w/ 3 absent) in favor to pass along recommendation of this grant.

4. Budget discussion
 - A. N/A
5. Other Agenda Items:
 - A. Pedestrian Safety
 - I. This topic will become a continuous agenda item on future agendas to align with the strategic plan
 - II. Kree has information that has been gathered over the years that he will share with the DC via email
6. Placemaking:
 - A. Kiosk/information directory
 - I. Move off of M-24, at locations near gathering location and parking lots
 - a. Centennial Park - relocate near gazebo or sidewalk near Mero Mero but before (west of) the OX and existing flower garden
 - b. Washington Square – relocate near area where shed was or near large concrete sidewalk area near rear entry of Funky Monkey/Hunter CPA Group offices
 - c. The PatiO – relocate to somewhere between the rear entry of GraCap Brewing and Red Knapps American Grill
 - d. Alley – relocate somewhere between Back Street Barber Shop and rear entry of Summer Sundae's at entry of alley.
 - II. Digital display options
 - a. Controlled remotely (all 4 kiosks) from DDA office
 - b. showcasing events of DDA/Chamber/other businesses
 - III. Pifer did research on interactive options that could be a possibility, security/vandalization are concerns
 - IV. Electrical options (power sources) need to be explored/researched for each proposed relocation area.
 - B. Centennial Park update
 - I. Trees have been removed since last summer. A new tree has been planted. The pine tree (Christmas Tree) remains the existing tree in the park
 - II. Move flagpole from center of park and relocate to another area within the space, more on the perimeter of park lawn/gathering area potentially
 - III. Assumed ramp for gazebo will go back out for bids sometime soon.
 - C. Planters
 - I. Some have been removed and are in storage due to quality issues
 - II. Robust planters at 4-corners and crosswalks need to be researched
 - III. DDA office is in the process of getting quotes
 - D. Trash receptacle and benches
 - I. These items have been refurbished, delivered and ready to be installed
 - II. Configuration to change as to placement/locations
 - E. Flowers
 - I. American Bloom 7/16 – Community Tour
 - II. Business owners asked to support 250/150 anniversary with red, white, and blue themed displays. Additional support in this endeavor is needed.
 - F. Lighting
 - I. Update on the replacing of lighting on parapets is underway
 - II. Original parapet lights were not sufficient to hold up to the weather elements and were failing with outages and other quality issues
 - III. Lighting replacement project is expected to be completed by mid-summer
 - IV. Awaiting approvals from all business owners

Oxford DDA Design Committee 4/8/2026 (Cont'd)

7. Ad Hoc Committee Update:
 - A. *America 250 MI/Village 150*:
 - I. Bunting and flag purchase options are being looked into with group/large quantity price discount options
 - II. Didactics updates at next meeting
8. Upcoming Events:
 - A. April 2026
 - I. Clean-up day April 25
 - B. May
 - I. Planting day TBD
 - II. Oxford Memorial Day parade, May 25
9. Recent Events:
 - A. Spring fling - March 7th – good event
10. Future programs, projects, seminars
 - A. Mainstreet America event in Tulsa, OK. Many Oklad County Main Street communities to attend. Oxford DDA Admin Dickieson will attend/represent
 - B. MSOC – Main Event June 11 @ Roxy in downtown Rochester
11. Close Meeting
 - A. Kree closed the DC meeting at 10:40 AM

ACTION ITEMS

- ***Kree will email gathered pedestrian info***

The submitted information herein concludes the meeting report for **Wednesday, April 8, 2026**, of the DDA Design Committee Meeting. The next DDA Design Committee meeting will be held on **Wednesday, May 6, 2026**, pending agenda items and sufficient quorum.

Respectfully submitted,



Scott E. Kree

Oxford DDA Design Committee Chair/Member



Key items to note this month:

- **Meetings**
 - DBOM
 - Shop OC Main Street Managers
 - MSOC DDA Directors
 - MSOC Summit
- **Grants**
 - Oak Co Tech Grant- Marketing Consultant
 - T-Mobile Hometown Grant- Will know by end of May
 - ARPA- Phase 2 of the Gazebo out for bid
- **Sponsorships**
 - Created Sponsorship Offering Brochure and soliciting business participants for program
- **Awards**
 - Submitted for MSOC Main Street Awards
- **Business Attraction/Retention**
 - Met with potential/new business owners on space and locations
 - Met with current business owners on concerns, opportunities to partner
 - Welcomed a new business to the district
- **Community Engagement**
 - Continuing podcast with business owners and key partners
 - Chamber Coffee Connect
 - Attended Ribbon Cutting Event
- **Training/Development**
- **Beautification**
 - Skyline lights will be replaced on east side soon, working on approvals
- **Events**
 - Partnered Events
 - Earth Day Clean Up/Roots & Renewal
- **Business Development**
 - Met with Chamber and SBA and planning a information session in July
- **Volunteers**
 - Provided training materials to Coordinator
- **Other**
 - Student tour for selected businesses
 - Implemented CRM systems to improve efficiency in office operations
 - Intern interviews and selection
 - Met with Marketing Consultants on offerings
 - DIA Partner Orientation

Village of Oxford
DDA Sign Grant Application

Please read the eligibility procedures sections prior to completing this application. To be eligible for a grant from the Village of Oxford DDA, Applicants must complete the following form and provide the required information/documentation.

If you have any questions, please contact the DDA Director at 248-770-8587.

3/31/26
Date of Application

O town Strengthed Fitness LLC
Name

Tenant Property Owner
(If tenant – must have written letter of permission from property owner and provide a lease for the premises for a period of not less than two (2) years.

186 S-Washington St.
Address

Oxford MI 48371

248-762-6495 248-236-0985 N/A
Work Phone Home Phone Fax Number

186 S-Washington St. 41-4492588
Property Address Tax I.D. Number

Major Companies
Property Owner (if applicable)

O town Strengthed Fitness
Name of Business at this Address

Sam Sweet
Primary Contact (if different than above)

Is this property/business listed on the State Historic Registration or the National Register of Historic Place? No

Proposed Sign: Please attach official quotes for the proposed sign (material and labor listed separately). To ensure competitive bidding, you must submit a minimum of three quotes for the proposed sign.

Estimated project completion date: 60 days or 5/31/26

Project Financial Description: Please attach additional information about project funding source(s) if needed.

Estimated Project Budget: \$4,286.20

Project Funding Source(s): Bank acct of Business

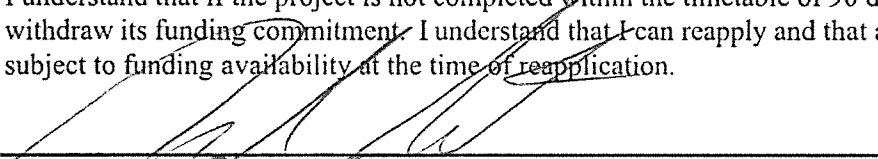
Required Supplemental Information: Applicant is required to submit Ten (10) copies of this form with the following information:

1. Current photographs of the property indicating the proposed sign location.
2. Detailed drawings of proposed sign
3. Written description of sign, including materials and colors. Samples of materials and colors being used in the sign
4. Material information brochures should also be included
5. Proof of project funding sources
6. Letter of Approval by the property owner – if applicable

I have read and understand the conditions of the DDA Sign Grant Program and agree to abide by its conditions and guidelines.

I understand that if this application is approved any changes, alterations or modifications to the approved sign design must be authorized in writing by the DDA Director, Design Committee and DDA Board. If unauthorized changes are made I understand that the DDA may withdraw its funding commitment.

I understand that if the project is not completed within the timetable of 90 days, the DDA can withdraw its funding commitment. I understand that I can reapply and that all applications are subject to funding availability at the time of reapplication.


 Applicant's signature 3/31/26
 Date

Submit application with attachments and/or questions to:
 Oxford DDA
 22 W. Burdick St.
 P.O. Box 94
 Oxford, MI 48371
 (248) 628-2543

Orion Signs and Graphics, Inc.

3202 Adventure Ln
Oxford, MI 48371 USA
sales@orionsignsandgraphics.com



INVOICE

BILL TO
O Town Fitness
186 S Washington
Oxford, MI 48371

INVOICE 26-1261
DATE 03/23/2026
TERMS Due on receipt
DUE DATE 03/23/2026

ESTIMATE NUMBER #
26-994

JOB DESCRIPTION
Building Sign

PROJECT MANAGER
Ally

DESCRIPTION

Charges

1. Building Sign -
48.4" wide x 66" tall front lit channel letters. Raceway mounted.
- 44" wide overall.
- Color: TBD (matches building color).
Acrylic faces: vinyl applied.
1" trim cap & 3" returns: color blue.
LED lighting.

2. Graphic Design -
2 Hrs Included.

Any additional time will be added to the quote. We will inform you when we get close to the 2 hour mark.

3. Removal & Installation -
Remove channel letters "BYT" Install new capsule and raceway.
Replace power supply in FITNESS sign.

Address: 186 S Washington St Oxford, MI 48371.

4. Permit Procurement -
ACQUISITION ONLY. Research, technical drawings, application filing & reviews

PLEASE NOTE: ACTUAL PERMITS ARE NOT INCLUDED AND ARE TBD . THEY WILL BE BILLED AT COST ON THE FINAL INVOICE

5. Payment Convenience Fee -

If you prefer to pay by card, a payment convenience fee of 2.99% will be added.

A 50% deposit is required to begin work and the balance is due at the delivery.
Credit card payments are charged a 2.99% fee.

SUBTOTAL	4,210.00
TAX	76.20
TOTAL	4,286.20

ACH: Orion Signs & Graphics, Inc.
Chase Bank
Acct #931905076

Routing#072000326
Check: 3202Adventure Lane
Oxford, MI 48371

BALANCE DUE

\$4,286.20



CLIENT PROOF

O Town Strength & Fitness - Building Sign - 002

File Name: Client Name - Project Type - Version Number

Designer: Ally

03.18.26 Date

1 of 3 Page(s)

QUANTITY:

1 Capsule

MATERIALS:

Acrylic face.
Prmium laminated translucent vinyl.
Trimcap: yellow or blue.
Returns: yellow or blue.
Internally lit: white LED's.
Raceway mounted.

Laminated

Not Laminated

Single Sided

Double Sided

JOB NOTES

186 S Washington St Oxford,
MI 48371

FITNESS is 55 Sq Ft.

INSTALL

Yes No

REMOVAL

Yes No

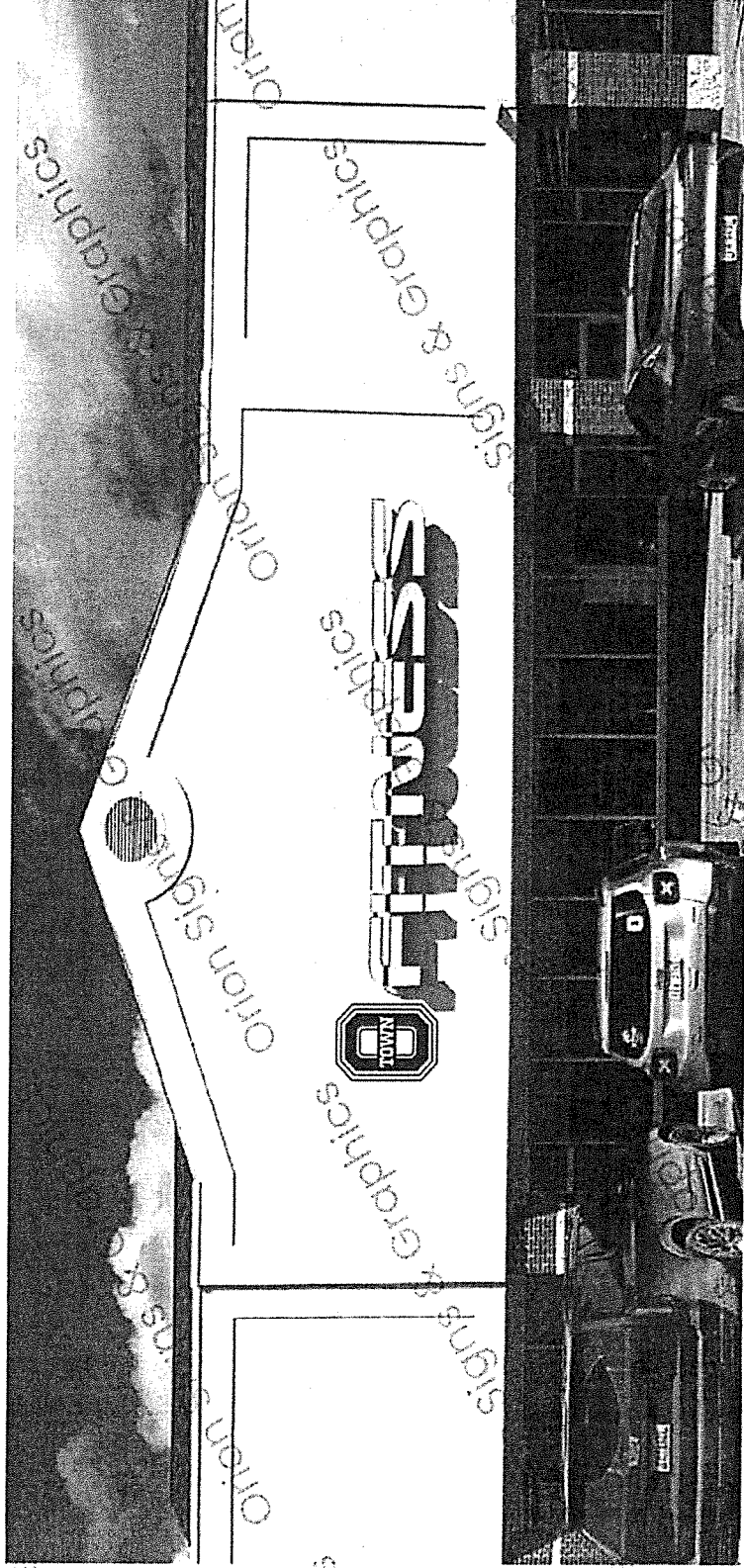
***PLEASE EXAMINE
PROOF CAREFULLY***

By approving and signing you are verifying and confirming that all spelling, grammar, text, design layout, including but not limited to signs and placement of graphics are correct. Once production has begun, the customer assumes all responsibility for any inaccuracies and understands additional costs incurred to correct these errors. Color accuracy is not guaranteed and is represented on this proof.

COPYRIGHT NOTICE: All design, manufacturing, reproduction, use and sale of this document is strictly prohibited without the written consent of Orion Signs and Graphics. All documents submitted under a contract are understood that the recipient of this document assumes custody and agrees that this document and any part of its content is not to be copied, reproduced (in whole or in part) for any purpose other than the specific use for which it is intended. All rights are reserved and are agreed upon by Orion Signs and Graphics, Inc.

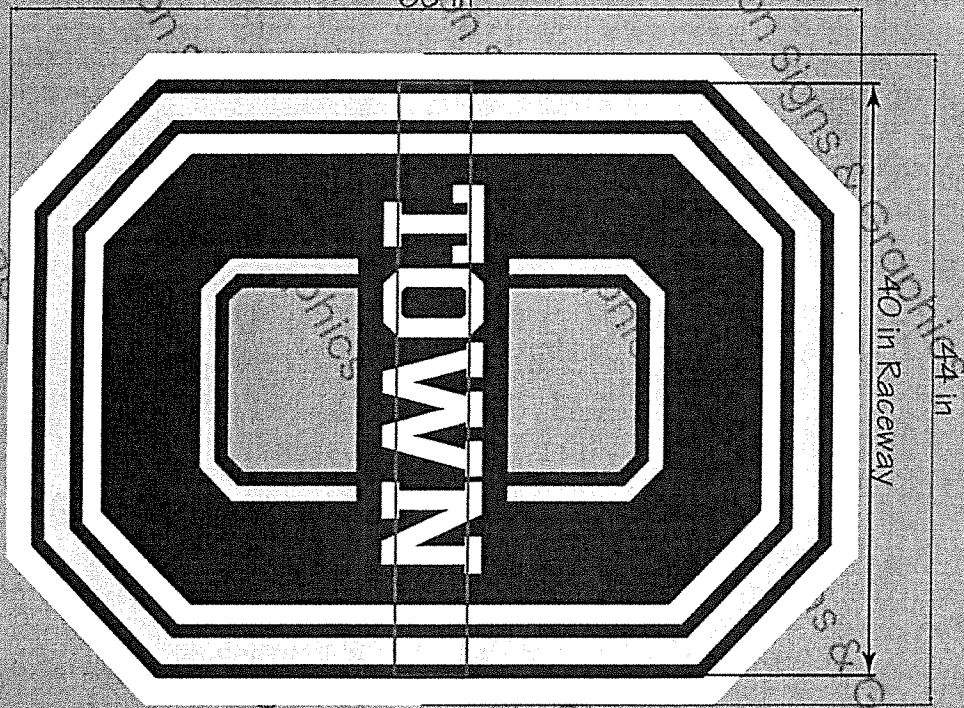
PROPOSED

18 Sq Ft



PROPOSED
18 Sq Ft

44" wide x 60" tall internally lit capsule. Trimcap: Blue or Yellow. Returns: Blue or Yellow. Raceway mounted" 40" wide. Color: TBD. Power Whip on the right side of the raceway. Red rectangle to show raceway. Sign is to be mounted on the right side of the building. Remove BYT from building, do NOT remove FITNESS. Install the O where BYT was



Additional Sign: 18
Existing Sign: 55 Sq Ft

Acrylic face.	<input type="checkbox"/>
Prmium laminated translucent vinyl.	<input checked="" type="checkbox"/>
Trimcap: yellow or blue.	<input type="checkbox"/>
Returns: yellow or blue.	<input type="checkbox"/>
Internally lit: white LED's.	<input type="checkbox"/>
Raceway mounted.	<input type="checkbox"/>
Laminated	<input checked="" type="checkbox"/>
Not laminated	<input type="checkbox"/>
Single Sided	<input checked="" type="checkbox"/>
Double Sided	<input type="checkbox"/>

JOB NOTES
186 S Washington St Oxford, MI 48371
FITNESS is 55 Sq Ft.

INSTALL:
 Yes No
REMOVAL:
 Yes No

*****PLEASE EXAMINE PROOF CAREFULLY*****

By approving and signing you are verifying and confirming that all spelling, grammar, text, design layout, including but not limited to size and placement of graphics are correct. Orion production has begun the customer assumes all responsibility for any inaccuracies and understands additional costs may occur if a correction is needed. Proof is not a contract. Proof is accurately represented on this proof.

COPYRIGHT NOTICE: All design, manufacturing, reproduction, use and sale of this document, is strictly prohibited without the written consent of Orion Signs and Graphics, Inc. The recipient of this document assumes custody and agrees that this document, in whole or in part, or any of its contents be reproduced (in whole or in part) or applied upon by Orion Signs and Graphics, Inc.



5875 New King Ct
Troy, MI 48098
(248) 585-6880

ESTIMATE

ESTS-65453

The way to grow your business!
www.MichiganSignShops.com

Payment Terms: 50/COD

Created Date: 4/3/2026

DESCRIPTION: DIM wall logo

Bill To: O Town Strength and Fitness
186 S Washington
Oxford, MI 48371
US

Pickup At: Signarama Troy | Metro Detroit
5875 New King Ct
Troy, MI 48098
US

Requested By: Sam Sweet
Email: trusteesweet@hotmail.com

Salesperson: Steve Reich
Email: steve@michigansignshops.com
Entered By: Matt Godwin


NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	DIM wall Logo	1	\$760.00	\$760.00

Orders under \$500 require full payment at time of order, while orders \$500 and over require a minimum 50% deposit before any work begins, all credit card payments are subject to a 3% processing fee. Production timelines will not begin until the required deposit and customer proof approval are received. All signage remains the property of the sign company until paid in full, and failure to pay authorizes removal at the Customer's expense. Orders may not be canceled or modified without written consent, and restocking and design fees may apply. Acceptance of delivery and/or installation constitutes confirmation that the work substantially meets expectations. The Customer is responsible for all costs related to collection of unpaid balances. Within 24 hours of project completion, final invoice will be issued & payment will be processed via ACH debit or to the stored credit card (3% fee applies).

Subtotal:	\$760.00
Taxes:	\$45.60
Grand Total:	\$805.60
<i>Credit Card Surcharge:</i>	3.00%
<i>Total with Surcharge:</i>	\$829.77

This estimate is valid for 30 days from created date.

Signature: _____ **Date:** _____

 Outlook

Re: Building Signage

From Keith Maziasz <Keith@najorcompanies.com>
Date Thu 3/19/2026 4:58 PM
To Sam Sweet <trusteesweet@hotmail.com>

The landlord, Brian Najor, approved the sign package you sent.

Keith Maziasz | Senior Vice President
600 N. Old Woodward Suite 100 | Birmingham, MI 48009
T 248.433.7000 | M 248.909-4920
keith@najorcompanies.com | www.najorcompanies.com



From: Sam Sweet <trusteesweet@hotmail.com>
Sent: Thursday, March 19, 2026 10:07 AM
To: Keith Maziasz <Keith@najorcompanies.com>
Subject: Fw: Building Signage

Keith, new sign for your approval. Upon approval we are applying for approval from twp. Sam

From: Alexis Land <ally@orionsignsandgraphics.com>
Sent: Wednesday, March 18, 2026 5:48 PM
To: trusteesweet@hotmail.com <trusteesweet@hotmail.com>
Cc: Kevin Bremer <kevin@orionsignsandgraphics.com>
Subject: Building Signage

Hello Sam,

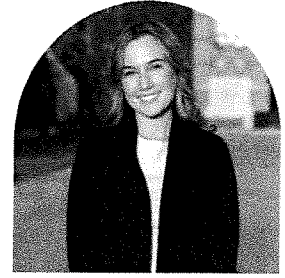
Please see the attached proof for your review. Please note the red box indicates the raceway for mounting. This will be behind the sign once installed. It is only in red upfront to show that it is there.

Kind regards,
Ally Land
248-886-4565
ally@orionsignsandgraphics.com
www.orionsignsandgraphics.com
3202 Adventure Lane Oxford, MI 48371

AVA PUCKETT

OBJECTIVE

Driven student with excellent organizational and interpersonal skills seeking an internship to apply my creativity, communication skills, and passion for branding and engagement in a collaborative environment.



CONTACT

810.964.7772
Avapuckett15@gmail.com
Rochester, MI, USA
www.linkedin.com

EDUCATION

**Bachelor's Degree
Communications & Media**
University of Michigan – Ann Arbor
Transfer Student, Fall 2026
Degree Expected May 2029

General Business & Marketing
Grand Valley State University
Honors College
August 2025 – May 2026

**High School Diploma
Scholar of Highest Distinction**
Stoney Creek High School
Rochester, MI
May 2025

SKILLS

- **Marketing & Content:** Social media (Instagram, TikTok, Snapchat), Canva, & basic video editing
- **Digital Tools:** Google Workspace, Microsoft Word, & PowerPoint

HONORS/AWARDS

- GVSU Dean's List: Fall 2025
- GVSU Scholarship Award for Excellence
- College Board: AP Scholar Award
- Certification in Professional Communication
- Stoney Creek National Honor Society

PROFESSIONAL EXPERIENCE

Member Services Director

GVSU Advertising Club | 2025 – present

- Create blog content and lead social media takeovers to increase engagement and support recruitment.
- Track attendance, coordinate event communication, and assist fundraising initiatives.

Campus Life Committee Member

GVSU Office of Student Affairs | 2025 – Present

- Collaborate with faculty and student leaders on campus initiatives, including AI use in the classroom.

Barista

Starbucks Coffee Company | August 2024 – August 2025

- Delivered high-quality customer service in a fast-paced environment.
- Understanding of seasonal offerings and marketing promotions.
- Supported onboarding and training of new hires.

Sports Attendant Volunteer

Older Persons' Commission | September 2022 – June 2025

- Welcomed community members with a positive, professional demeanor while managing check-in, handling transactions, and resolving questions efficiently.

LEADERSHIP & INVOLVEMENT

- GVSU Marketing Club – Marketing and branding development
- Colombian Coffee Project: Researching development of a cosmetic product from coffee waste to support sustainable economic growth for small Colombian coffee farmers
- Seidman College of Business Mentee – Academic and career mentorship
- Campus Activities Board – Campus event planning and engagement
- Civic Engagement – Sustainability and community service initiatives
- Retail Associate Volunteer – Community donation processing, retail organization and customer engagement



Service Proposal

VILLAGE OF OXFORD PUBLIC WORKS DPW
50 SOUTH WASHINGTON STREET
OXFORD, MICHIGAN 48371

Sales: Dallas Appeldorn
Village of Oxford Public Works DPW Tree Pruning
48 South Washington Street Oxford, Michigan 48371

Est ID: EST3675539

Date: Mar-26-2026

CONTRACT SERVICES	Visits	Billing Type	Visit Price	Season Price	OK?
MC- Pruning/ Shrub Trimming	1	Per Season	\$4,388.17	\$4,388.17	<input type="checkbox"/>

Scope of work...

Minor Trims on (44) Hybrid Elm trees on the both west and east side of Main Street in down town Oxford. We understand that these trees are still fairly young. Our trimming consist of using pole and hand pruners to help start shaping them. Any material (branches / brush) that is trimmed off of these trees will be hauled away, followed by a final clean up.

SubTotal (All Contract Services)	\$4,388.17
Taxes	\$0.00
Total (All Contract Services)	\$4,388.17

The total price of all seasonal services is \$4,388.17 collected in 1 payments of \$4,388.17 per payment (\$4,388.17 after tax).

CONTRACT PAYMENT SUMMARY

Contract Start Date March 26, 2026	PO #
Contract End Date	Contract #
10-Apr-2026	Village of Oxford Public Works DPW Tree Pruning [April - 2026] \$4,388.17

Heritage and Company, Inc
6400 McClelland Rd
Holly, MI
48442

P.2483931311

www.teamheritage.com
sales@teamheritage.com

Clarifications

- All payment not received by the due date agreed upon will incur a 1.5% late fee.
- Trade first and Metro Trade payments will not be accepted moving forward unless for a pre-paid service.
- Contractor shall not be liable for any delays, increases in labor and/or material costs, diminished or interrupted availability of labor or materials, or other impacts related to the Work related to or arising out of the current influenza epidemic, and/or the COVID-19 pandemic and/or similar epidemics/pandemics.
- All services are net 15 day payment, unless otherwise agreed upon by both parties. If not paid within this time frame there will be an interruption in service.
- This proposal is NOT fully executed until both parties sign or until Heritage mobilizes to site, which ever occurs first.
- Proposal excludes post installation maintenance, unless purchased.
- MISS DIG will be notified prior to start of landscape construction.
- Break down of bid is for accounting purposes only.
*Specified material subject to change due to availability.
- Proposal is valid for fifteen (15) days.
- Proposal assumes existing soils are NOT contaminated.
- Project Photos may be used for marketing material. Please let us know if you disagree.
- Consent to Marketing Communication: By requesting a quote, you have consented to being added to our CRM (Customer Relationship Management) system and will receive our marketing communication (information about services, updates, sweepstakes, special promotions, and other notices) via email and SMS. You may unsubscribe at any time by using the link or by contacting akuberski@teamheritage.com.

Cancellation Policy

Effective as of April 23, 2025

- This policy outlines the conditions under which a Client may cancel services agreed upon in this Agreement. Terms vary depending on the type of property for which services are contracted
- .a. Cooling-Off Period – Single-Family Residential Properties
 - In accordance with Michigan’s Home Solicitation Sales Act, if this Agreement is entered into for services related to a single-family residential property, and is signed outside of Heritage and Company’s place of business (e.g., via in-home consultation or online portal), the Client is entitled to cancel the contract within 72 hours (3 business days) of signing without penalty.
 - - Any payments made will be refunded in full within 14 business days of receiving written cancellation.
 - - If the Client has requested that services begin during the 72-hour period, Heritage and Company reserves the right to bill for the value of work completed up to the time of cancellation
- .b. Immediate Binding Contract – Commercial Properties
 - For commercial property clients, this Agreement becomes immediately binding upon signature. There is no statutory cooling-off period, and all cancellation terms outlined in this policy shall apply from the time of signing
- .c. Notice Requirement
 - Outside of the cooling-off period (where applicable), the Client must provide a minimum of 30 days’ written notice prior to the scheduled service start date to cancel without incurring full project charges

- **.d. Cancellation Fee (Pre-Work)**
 - **If the Client cancels after the required notice period but before commencement of work, a cancellation fee equal to 75% of the total project cost shall be payable to cover administrative and opportunity costs**
- **.e. Cancellation After Work Has Commenced**
 - **If the Client cancels after services have begun but before project completion, Heritage and Company is entitled to:**
 - **- Retain an amount equal to the value of completed work, and**
 - **- Charge a cancellation fee as outlined in Clause d.**
- **f. Refund Policy**
 - **Any prepaid deposits or fees will be evaluated for eligibility for partial refund in line with the cancellation conditions described above. Refunds, if applicable, will be processed within 14 business days of receiving written cancellation confirmation.**

Estimate authorized by: _____
 Dallas Appeldorn

Estimate approved by: _____

Signature Date: _____
 03/27/2026

Signature Date: _____

Email: sales@teamheritage.com

Invigorating Washington Square: Mural Proposal

Proposed Project:

A Washington Square mural to blend community recreation into a vibrant design.

Community Needs and Solutions:

Washington Square is a great asset to Downtown Oxford. Its large blank canvas is centrally located in the heart of Oxford, offering endless opportunity for community engagement. Currently, the Square is utilized for a variety of public events, bringing life to what was previously a barren empty lot. While the Square has created a space for our community to engage in events, the space sadly sits unused at other times. Washington Square is forced to change its identity from day to day and offers little appeal for our community as it lacks visual interest and opportunities for passive enjoyment. I would like to propose a project that will transform Washington Square into a *destination*, not a space used only when convenient. With appropriate planning and vision, this central downtown lot can provide Oxford a low-maintenance and high-impact functional area with an identity, integrating public art, passive play areas, and leisure spaces.

Project Goals:

I would like to enhance Washington Square with the addition of a large pavement mural that integrates a variety of yard-type games, such as hopscotch, tic-tac-toe, etc. The mural will serve both as a piece of public art and as a functional multigenerational play area, giving Washington Square a more defined identity while preserving its flexibility for various community events. Due to a lack of greenery in the space, a mural will turn the Square's plain asphalt surface into a vibrant and inviting destination. Fun activities will be directly incorporated into the mural so we can ensure the space is kept organized and intentional, avoiding clutter and disjointed game layouts. My aim is to shift Washington Square's identity from a neutral, pass-through area into a place people actively choose to visit — not just because it is available, but because it is enjoyable, beautiful, and engaging. By thoughtfully integrating play with artistic design, we will create a space that is both structured and flexible for the community it serves.

Mural Timeline:

Approximately two weeks of preparation and painting, dependent on weather.

Expected Cost Range:

Mural cost is estimated around \$4,000.00, including the cost of supplies and labor.

One half of the payment will be required prior to the commencement of the project to ensure the majority of supplies can be purchased.

A detailed invoice can be provided upon acceptance of the proposed plan.

Mural Preparation Needs:

Asphalt cleaning/power washing. With no public water source to clean the large mural area, other solutions will be necessary for preparing the asphalt. I have previously transported water and scrubbed the square by hand in preparation for our latest checkerboard installment. This will not be possible due to the scope of this project. Donations of equipment/water sources would be beneficial in preparing the space.

Further Investment in the Square:

This Summer season, locals have been enjoying picnic tables and the newly painted checkerboard in Washington Square. Investing in Washington Square's continued welfare will bring joy and opportunity to our community and liveliness to our downtown. Additional opportunities to improve the Square include the incorporation of social spaces, such as a gas fire pit and larger game space as well as furnishings that can stand up to the wind and elements, including sturdy picnic tables and chairs and live plants. These items, in addition to the proposed mural, would be assets to Washington Square, establishing social destinations for our community to build connections with one another in a beautiful atmosphere. The future Washington Square will foster a sense of place and pride in our community, promote health and wellness with outdoor play, and be more attractive, intentional, and well-utilized.

Final Thoughts:

This project offers a simple yet powerful way to transform an underutilized paved space into a dynamic community asset. By combining creativity with function, we can provide an inviting destination that reflects the spirit of the town and the values of play, connection, and aesthetic beauty. Thank you for your consideration.

Please see crude rendering attached. A more detailed rendering can be completed upon request.

Thank you,

Sara Travis

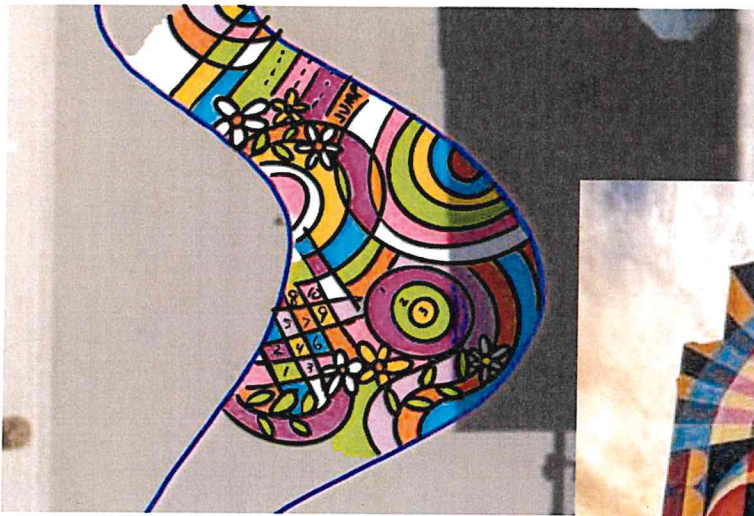
810-728-8786

saratravis.fineart@gmail.com

Limited Amount of Games Only (sans mural):


Estimated quote for the addition of hopscotch, tic-tac-toe, and one to two other games: \$800.00 - \$1,200.00, including supplies and labor and dependent on the scope of work.







When you
shine brightly,
it reflects on us.

 **NEW MOON**
VISIONS

Place Branding & Marketing

Michigan | California

www.NewMoonVisions.net



PLYMOUTH Michigan

What sets New Moon Visions apart is the ability to really listen to what a community is saying and to translate that vision into beautiful, lively, vibrant graphics. Above all, they have the professionalism, integrity and talent that made them the perfect fit for us.

Sherrie Pryor Brindley, Director
Plymouth Downtown Development Authority

PETOSKEY Michigan

New Moon's experience with downtowns and how they work was invaluable in the process. I would recommend New Moon highly and without reservation. It is obvious that they care about their work.

Becky Goodman, Director
Petoskey Downtown Management Board



DOWNTOWN Petoskey

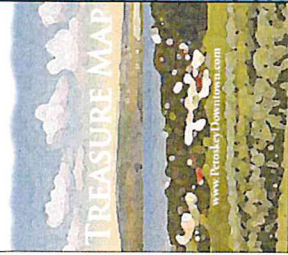


TREASURES FROM THE SHORES TO THE STORES

DOWNTOWN Petoskey



TREASURES FROM THE SHORES TO THE STORES



TREASURE MAP

www.PetoskeyDowntown.com

- 1st Weekend** - March
- Open House** - May to June
- Art Market** - August
- 1st Walk** - September
- 1st in the Park** - October
- 1st Celebration** - November
- 1st in July** - July
- 1st Sale** - August
- 1st on the Bay** - September
- 1st Scramble** - October
- 1st Parade** - November
- 1st Holiday Open House** - December

...entis
...Weekend
...March
...Open House
...May to June
...Art Market
...August
...1st Walk
...September
...1st in the Park
...October
...1st Celebration
...November
...1st in July
...July
...1st Sale
...August
...1st on the Bay
...September
...1st Scramble
...October
...1st Parade
...November
...1st Holiday Open House
...December

Visitor's Information


Dowdley Regional Chamber of Commerce
401 E. Mitchell Street
Petoskey, MI 49770
www.petoskey.com

Petoskey Harbor Springs
231.344.2735
www.petoskey.com

Parking Meter are advised Monday through Sunday,
9 am to 5 pm, to assist an adjacent town square of space
for your convenience.

Handicapped parking is FREE in our legal Downtown
area. A sign of handicap placed on your plate is visible on
your vehicle.


Some streets have blue hour meter placed on
no parking. For other town to town hours.



www.PetoskeyDowntown.com

Handicapped Accessible Parking
Downtown
Petoskey Market

PURE MICHIGAN



THERE'S NO PLACE LIKE HOME.

Knowing what makes a city home is one thing. Explaining it is quite another.

To promote a place means understanding deeply what makes it unique. It means uncovering a locale's genuine personality and distinctive qualities. It means seeing past what a place aspires to be... and discovering what it is at its core. It means looking with honesty and candor at what the leaders, merchants, community and visitors have to say. And once that work is done, the creation of a place's identity can happen.


This, in a nutshell, is the focus at New Moon Visions.

Putting locations on the map is what we do.

New Moon Visions is a marketing agency dedicated exclusively to creating brand identity and generating awareness for places. Through deep research of your location and partnership with your community, we gain clear focus of what identifies a place. That enables us to create an authentic, memorable brand identity, develop a marketing plan, implement the plan and track its success.


Through deep research of your location
and partnership with your community, we
gain clear focus of what identifies a place.





Lake Orion Living

Divesit ma blattionem plect estum, adziti esse
 voluam pra dante sum tandem pro tem i ficut non
 cet qui turpiter in iudicio ea ut et aliquo voluptatem
 et illa mala dolorem. Unctus vulgari hinc, que
 volarem parvum magnam etur mea exim debet, od
 eripit libent, vulgare, vobis di turum sunt vulgare
 tatum vobis ipsum atquequam tenent filis, ut facile
 instibus.



 Lake Orion
 DOWNTOWN

DowntownLakeOrion.org



Lake Orion Life

Etenim ma blattionem plect estum, adziti esse
 voluam pra dante sum tandem pro tem i ficut non
 cet qui turpiter in iudicio ea ut et aliquo voluptatem
 et illa mala dolorem. Unctus vulgari hinc, que
 volarem parvum magnam etur mea exim debet, od
 eripit libent, vulgare, vobis di turum sunt vulgare
 tatum vobis ipsum atquequam tenent filis, ut facile
 instibus.



 Lake Orion
 DOWNTOWN

DowntownLakeOrion.org



Lake Orion Love

Divesit ma blattionem plect estum, adziti esse
 voluam pra dante sum tandem pro tem i ficut non
 cet qui turpiter in iudicio ea ut et aliquo voluptatem
 et illa mala dolorem. Unctus vulgari hinc, que
 volarem parvum magnam etur mea exim debet, od
 eripit libent, vulgare, vobis di turum sunt vulgare
 tatum vobis ipsum atquequam tenent filis, ut facile
 instibus.

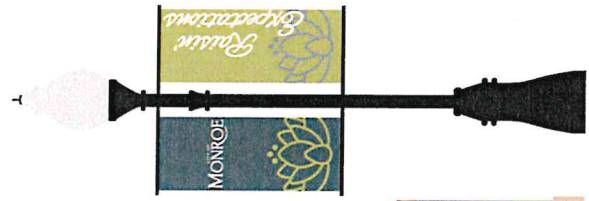
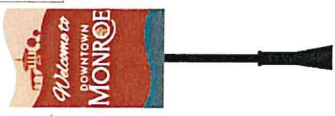
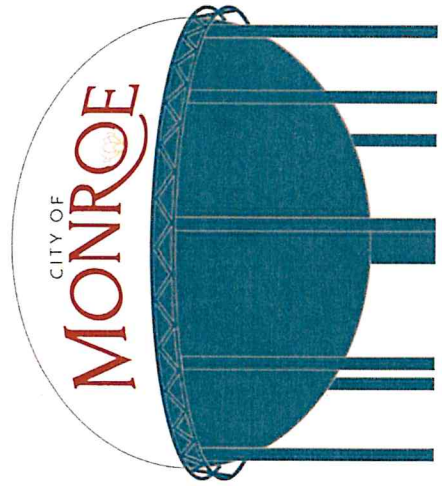


 Lake Orion
 DOWNTOWN

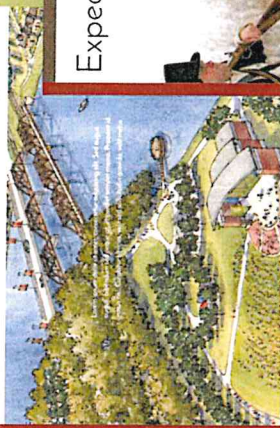
DowntownLakeOrion.org



CITY OF
MONROETM
Raisin' Expectations



Expect Amazing Progress



CITY OF
MONROE
Raise Expectations
monroemi.gov

Expect a Gateway to the Past



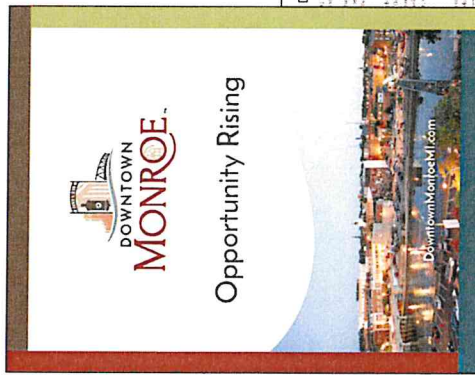
CITY OF
MONROE
Raise Expectations
monroemi.gov

Expect Authenticity



CITY OF
MONROE
Raise Expectations
monroemi.gov





Downtown Monroe
 1000 North Third Street
 Monroe, LA 70002
 Phone: (504) 233-1111
 Fax: (504) 233-1112
 Email: info@downtownmonroe.com
 Website: DowntownMonroe.com

Monroe is a vibrant, historic city with a rich cultural heritage. The city is home to a diverse population and a thriving economy. Downtown Monroe is the heart of the city, offering a mix of historic architecture, modern amenities, and a vibrant community. The city is committed to preserving its historic character while embracing modern development. Downtown Monroe is a place where the past meets the future, and where opportunity is rising.

Meet Your Neighbors

1. **Historic Architecture**
 2. **Modern Amenities**
 3. **Vibrant Community**

Market Analyst Highlights

Advanced Market Potential

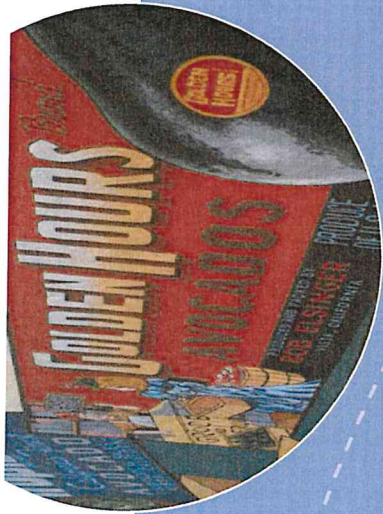
Downtown Monroe has a population of 100,000 and is a major economic hub in the region. The city is home to a diverse population and a thriving economy. The city is committed to preserving its historic character while embracing modern development. Downtown Monroe is a place where the past meets the future, and where opportunity is rising.

Neighborhoods and Redevelopment

• **Historic District**
 • **Central Business District**
 • **Arts District**
 • **Waterfront**

Reasons to Highlight

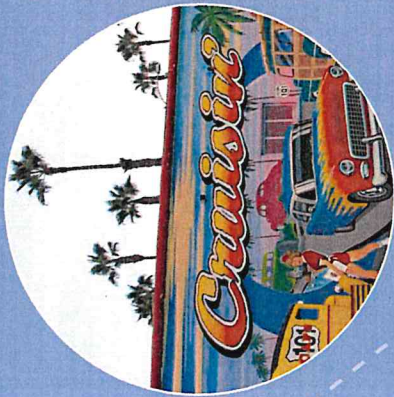
• **Historic Architecture**
 • **Modern Amenities**
 • **Vibrant Community**



VISTA VILLAGE & OCEANSIDE California

If you want someone to dig through your grassroots and embrace your community, New Moon Visions is the company you're looking for. They are easy to work with and will give you 100% commitment to find your new identity that will fit your organization.

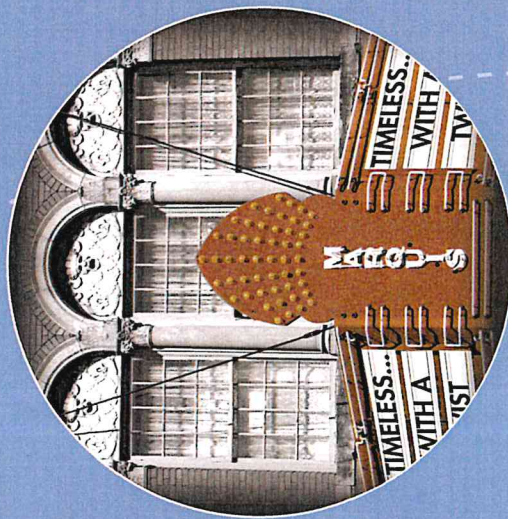
Gumaro Escarcega, Director
Vista Village Business Association
A Main Street Community
Currently Main Street Program Manager, Oceanside CA

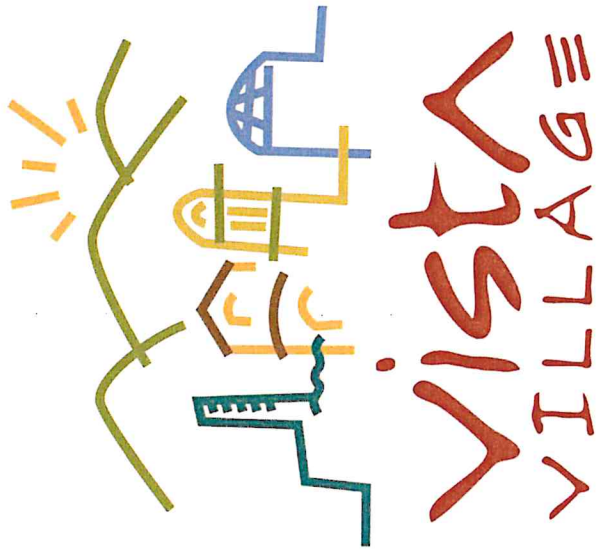


NORTHVILLE Michigan

With the help of Kim Rivera and her creative staff at New Moon Visions, the City of Northville launched an impressive marketing and promotional campaign for Downtown Northville. They provided excellent client service that went above and beyond contract services.

Lori Ward, Director
Northville Downtown Development Authority





Cool Place. Warm Welcome.

downtown
Northville



timeless...with a twist

Time to...

Play with us.

Shop with us.

Dine with us.

Isn't it time you experienced everything your downtown has to offer - unique shops, exquisite dining, and year-round entertainment? Exciting changes are happening in the downtown, visit us and see for yourself. Downtown Northville...timeless...with a twist!

Visit us at www.downtownnorthville.com

timeless...with a twist

Time to...

Play with us.

The Northville Downtown Development Authority and Northville Chamber of Commerce present:

Movies at the Marquis
January 19 - March 29

Small print text: Shows are 7:30 pm on week days, 7:00 pm on weekends. Shows are subject to change without notice. Tickets are available for each performance. To pick up your tickets visit www.downtownnorthville.com or call 248-687-1234.

Visit us at www.downtownnorthville.com

timeless...with a twist

sponsored by



DISCOVERING THE SWEET SPOT.

What is your location's personality? What are the favorite experiences there?

What are its unique characteristics, greatest assets, and iconic landmarks?

What draws people to visit? These are just a few of the questions we ask in the first phase of our work with any community.

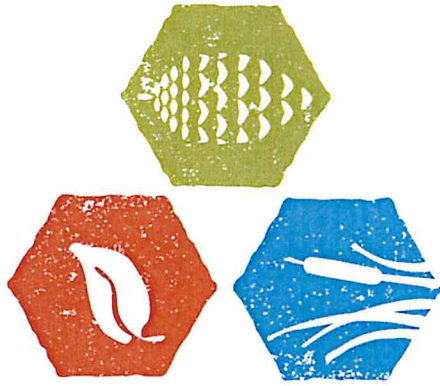
We interview residents, business owners, and community leaders. We generate surveys, conduct an in-depth analysis, and distill our findings into a unique brand strategy that captures your location's "sweet spot" - a message that is compelling, memorable and something no other destination can say.

Deeper understanding. More inspired branding.

Thorough up-front work leads to brilliant rewards. From a brand strategy custom fit to your location comes a truly inspired creative product that authentically represents your locale. From a logo and tagline to a complete marketing plan and materials tailored to your market needs and budget, New Moon Visions delivers a complete branding program that draws people in and feels like home.

Thorough up-front work
leads to brilliant rewards.





LAKELANDS TRAIL TOWN

PUTNAM · PINCKNEY · HAMBURG

My adventure. My destination.™



LAKELANDS
TRAIL TOWN
PUTNAM DISTRICT



LAKELANDS
TRAIL TOWN
HAMBURG DISTRICT



LAKELANDS
TRAIL TOWN
PINCKNEY DISTRICT



VILLAGE OF
PINCKNEY
Gateway to Play



VILLAGE OF PINCKNEY Gateway to Play
EVENTS CALENDAR
Pinckney Halloween Spectacular
Friday, October 26, 2012
6-9pm
Little League
Pinckney Little League - October 31, 2012
6-9 pm

Welcome to the Village of Pinckney, Michigan...
 The Village of Pinckney is a beautiful town with a rich history and a vibrant community. We are proud to offer a variety of recreational activities and services to our residents and visitors alike. Our Gateway to Play program provides a safe and fun environment for children to enjoy outdoor play and sports. We have a variety of playgrounds, sports fields, and community centers throughout the village. We also offer a variety of programs and services for all ages, including senior centers, youth centers, and community classes. We are committed to providing a high quality of life for all of our residents and visitors.

Pinckney Little League
 The Pinckney Little League is a youth sports organization that provides a safe and fun environment for children to enjoy baseball and softball. The league is open to children ages 5-12 and is held at the Pinckney Little League field. The season runs from May to September. For more information, please contact the Pinckney Little League office at (313) 386-1234.

Pinckney Little League - October 31, 2012
 The Pinckney Little League is holding a special event on October 31, 2012. The event will be held at the Pinckney Little League field and will feature a variety of activities, including a costume contest, a talent show, and a raffle. The event is open to all children and their families. For more information, please contact the Pinckney Little League office at (313) 386-1234.

Pinckney Gateway to Play
 The Village of Pinckney is proud to offer a variety of recreational activities and services to our residents and visitors alike. Our Gateway to Play program provides a safe and fun environment for children to enjoy outdoor play and sports. We have a variety of playgrounds, sports fields, and community centers throughout the village. We also offer a variety of programs and services for all ages, including senior centers, youth centers, and community classes. We are committed to providing a high quality of life for all of our residents and visitors.


© 2012 Village of Pinckney, Michigan. All rights reserved.

DOWN TOWN BERKLEY

ReInventing Charm

Our program continues to grow and to evolve. We have been able to attract new businesses, including a new building that will be a landmark in the area. We are currently looking for more businesses to join the program.

Stop in and say hello to Chad Potts and staff at Republic — and say hello to the charm of Berkeley.

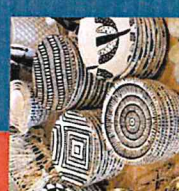


DOWN TOWN BERKLEY
www.downtownberkeley.com

ReInventing Charm

I love the feeling of walking Downtown Berkeley with my BFFs. We have been able to attract new businesses, including a new building that will be a landmark in the area. We are currently looking for more businesses to join the program.

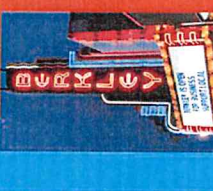
Stop in and say hello to the staff at Vintage Gallery — and say hello to the charm of Berkeley.



DOWN TOWN BERKLEY
www.downtownberkeley.com

ReInventing Charm

Whether you're visiting, working or living here, you're among friends. Stop in and say hello to any one of the 30 and 40+ businesses on 13 Mile & Coolidge — and say hello to the charm of Berkeley.



DOWN TOWN BERKLEY
www.downtownberkeley.com

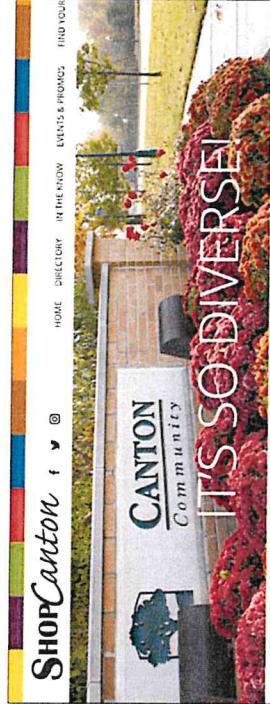
ReInventing Charm

We made it possible for you to see the new and exciting things that are happening in Berkeley. We are currently looking for more businesses to join the program.

Stop in and say hello to the staff at Clark's Ice Cream & Yogurt — and say hello to the charm of Berkeley.




DOWN TOWN BERKLEY
www.downtownberkeley.com





Canton


We've Got It!



We've Got It!

Home to world-class
Colleges & Research Institutions, Beauty
Historic Park City
Incomparable Food
Quality Health & Fitness
Award-Winning Entertainment
Parks, Trails & Open Space
100+ Companies
Strong Economy
Diverse Housing Options
Highly Skilled Workforce

cantonmi.org



We've Got It!

Adaptability | Energy Efficiency | Job Opportunities | Property Development | Park Recreation | Smart Cities | Community

DEVELOPMENT

TEAM ENERGY

LOCATION

"Canton offered us the opportunity to meet its needs and provide a solution for our clients. The team's dedication and expertise as a local employer resulted in a successful completion."

Francis Lopez
President
EIA North America


"Canton made Canton our first choice to live and work. All our employees are proud to be part of our organization."

Alan Tomasko
Chairman of the Board
Vitality Park America, Inc.

Summit of the Park

Home | Services | About Canton | Energy Efficiency | Property Development | Park Recreation | Smart Cities | Contact Us

© 2013 Canton Michigan. All rights reserved.





Fenton


Be Closer™



 **Be Closer.** in Fenton
Great meals are meant
to be shared.

Exit Owen Rd. East 2 miles to Downtown • FentonBeCloser.com



Be Closer™ 
... Shop together in Fenton

Exit Owen Rd. East 2 miles to Downtown • FentonBeCloser.com

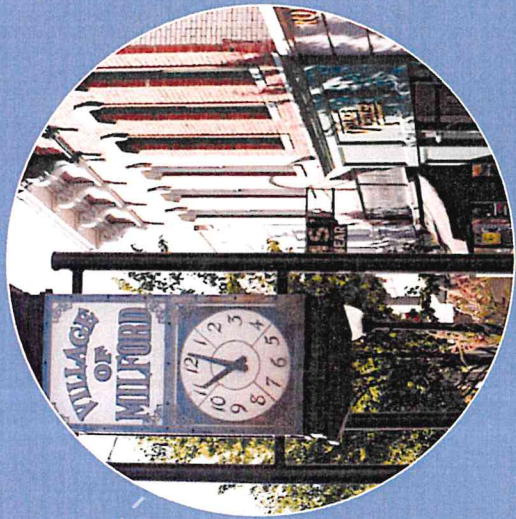




BRIGHTON Michigan

New Moon Visions is an exemplary business in every way. They are professional, responsive, personable, and capable of working productively with a group of dynamic individuals. I would personally recommend New Moon Visions.

Nate Geinzer, Director
Brighton Principal Shopping District



MILFORD Michigan

Kim Rivera and New Moon Visions is such an integral part of how people see and feel Milford. Beginning with the creation of our logo and tagline 16 years ago, and throughout all of our branding, New Moon has helped us tell the world who we are and what we're about in a way that is uniquely us. Their service has always been thoughtful, timely and finished. It's a pleasure working with them.

Ann Barnette, Director
Milford Downtown Development Authority



WHAT CAN WE BRING TO YOUR DESTINATION?

With over 100 years of collective experience, the New Moon Visions team brings deep expertise in marketing, strategy, copy, design and production, an unbiased perspective, fresh ideas and a sincere commitment. We've served with municipal administration teams, committees and volunteer boards, worked within budgets large and small, and created successful campaigns for associations, small villages, large cities, major corridors and tourist destinations. As our satisfied clients across the nation will tell you, New Moon Visions goes beyond simply being a marketing partner to serve as an extension of your community.

Let's get started.

The first step is easy.

We invite you to contact us for a complimentary 30-minute branding consultation.

We can help you identify where you stand and where New Moon Visions can take you. Let's begin the journey.

Discover the Possibilities.

248.214.4491

krivera@newmoonvisions.net

www.NewMoonVisions.net

 newmoonmarketing

 newmoonvisions_branding



INVESTMENT OPTIONS | MENU OF SERVICES

BRANDING A PLACE

New Moon is extremely flexible and can customize the project for your community's specific needs and budget. Whether you are looking to refresh your brand or create a campaign to broaden the horizons of your existing brand, we are delighted to serve.

OPTION 1 BRAND RESEARCH

Research: assess recent studies, visioning session, guided tour, interviews with staff, leaders, stakeholders, residents, online branding survey, provide report . **\$2000 - \$4000**

OPTION 2 CREATIVE BRAND REFRESH & STYLE GUIDE/AMBASSADOR GUIDE

Creative: logo development/tagline/refinement, and brand collateral templates/brand style guide/ambassador guide **\$5000 - \$7000**

OPTION 3 BRAND ADVERTISING CAMPAIGN

Expand on Brand: create brand ad campaign concept template **\$3000 - \$4000**

OPTION 4 PRODUCE FINISHED ART/ANIMATED GIF ADS FOR BRAND CAMPAIGN

Finesse: Customize brand ad from campaign for specific media (series of 3 @ \$500 ea) **\$1500**
 Shine: Create brand ad animated gifs from campaign to post online (series of 3 @ \$500 ea) **\$1500**

OPTION 5 EVENT LOGOS


Celebrate: create/tweak event logos to tie in with brand (ie assort. of 4 @ \$500 ea) **\$2000**

OPTION 6 ROLL OUT/MARKETING PLAN

Develop step by step plan for roll out & marketing tactics (client implement plan) . **\$4000 - \$5000**

NEW MOON FEE SCHEDULE:

Client Communications/Project Coordination.	\$50/hr
Research	\$50/hr
Concept/Creative Direction/Plan.	\$100/hr
Graphic Design/Layout.	\$100/hr
Creative Writing.	\$200/hr
Professional Photography/Illustration.	\$200/hr
Design Alterations/Refinement	\$100/hr
Conference Calls/Zoom/GoTo Meetings	\$50/hr
Finish Art for Production.	\$100/hr
Package Print Ready Electronic Files/Links/Fonts	\$50/hr
Print Coordination	\$100/hr

NEW MOON

V I S I O N S

Place Branding & Marketing

Michigan | California

www.NewMoonVisions.net