

**AGENDA**  
**MONROE DOWNTOWN DEVELOPMENT AUTHORITY**  
**REGULAR MEETING**  
**7:45 A.M.**  
**Wednesday, June 17, 2015**  
**CITY HALL, 1st FLOOR CONFERENCE ROOM, 120 E. FIRST ST.**

**1. Roll Call**

**2. Consent Agenda**

**Action Requested**

- A. Approval of Agenda
- B. Approval of the Minutes of  
Wednesday, May 20, 2015 Regular Meeting
- C. Financial Report
  - DDA Revenue and Expenditure Report FY 2014-2015
  - DDA Itemized Expenditure Report FY 2014-2015

**3. 2014 – 2015 Work Program**

- A. Committee Project Status Report
  - 1. Design Committee – Jodie Stevens
  - 2. Promotions Committee – Mary Gail Beneteau
  - 3. Development Committee – Jim Jacobs
    - a. Website RFP
  - 4. Façade Grant Committee – Scott Goocher
    - a. 29 East Front Street
- B. DDA Office Report
  - 1. Outgoing board members
  - 2. New Downtown Brochures

**Action Requested**

**Action Requested**

**4. Other Business**

- A. 44-48 South Monroe Street
- B. Administrative Assistant Review

**Action Requested**

**5. Communications**

**6. Adjournment**

**Action Requested**

# Minutes

**Monroe Downtown Development Authority  
Regular Meeting  
Wednesday, May 20, 2015  
First Floor Conference Room  
Monroe City Hall**

Chairperson Shaun McGowan called the meeting to order at 7:45 a.m.

## **1. Roll Call**

Present: Chairperson Shaun McGowan, Mayor Robert Clark, Kimberle Daniels (arrived at 7:47 a.m.), Scott Goocher, Les Lukacs, Jodie Stevens, Tom Stewart, Anthony Trujillo (arrived at 7:56 a.m.), Cheri Weakly  
Unexcused: Christopher Bica  
Staff: Paula Stanifer, Dan Swallow, Jeff Green  
Guests: Jim Jacobs, Michelle LaVerne – MB&T, Mackenzie Swanson - Serendipitous

## **2. Consent Agenda**

- A. Approval of May Agenda
- B. Approval of Minutes of April 15, 2015 DDA meeting
- C. Financial Reports: Revenue and Expenditure, Itemized Expenditure

Motion by Ms. Stevens, seconded by Ms. Weakly to approve the Consent Agenda.  
*Motion carried unanimously.*

## **3. 2014-2015 Work Program**

### **A. Committee Project Status Reports**

1. Design Committee – Jodie Stevens
  - Flowers have been planted. Lots of compliments this year. Working on doggie bags to spread around town.
2. Promotions Committee – Mary Gail Beneteau
  - Flea Market is June 13. Already have more registered than last year.
  - Wine Crawl is July 17. There will be one more wine stop than last year and one more food stop. We are adding musicians and artists as well.
3. Development Committee – Jim Jacobs
  - Committee is looking at First and Monroe Street lot and upcoming changes with two new businesses coming in. Looking at permit parking and designated spots.
  - Website – drafting a proposal for bids.
  - Business workshop is June 9 at MCCC. \$30 fee will be paid by Development Committee for any DDA members. Full series to begin in fall.
  - PlacePlans – 30+ people attended. Next session in August will reveal the draft plan.

4. Façade Grant Committee –

-Steve Pipis has resigned his board position and his position as chairperson of façade.

a. Committee reviewed the correspondence received from the Campbell Durocher Group. The policy was reviewed. It was the decision of the committee that the DDA should not take sides in potential litigation. Ms. Stanifer will send a letter to Mr. Campbell. Legal will review the letter before it is sent.

b. 18-20-22 South Monroe Street

Mr. Jacobs discussed the project. Only a portion of the storefront was submitted for a façade grant. Applicants intend to replace tile, maintain character of building, and replace/restore the windows. They will not use Wallside Windows. Discussion was held on the partial grant submission. Mayor Clark indicated that the policy needs to be reviewed. It does not state entire façade needs to be done, nor does it state partial facades are acceptable.

Mr. Green discussed the concerns of the Historic District Commission. He requested details of the top façade. A neutral party needs to assess the windows. Mr. Green has requested the Dealy's contact The State Historic Office concerning the windows. HDC is interested in what is behind the plywood and if it will be preserved. Mosaic tiles versus the original tile is also a concern.

Mr. Green suggested that the owners take pictures of everything – before, during, and after to document preservation of character of the building.

Façade committee recommends a grant of \$10,000.

A motion was made by Ms. Weakly to support the recommendation of the Façade Committee to grant \$10,000 to 18-20-22 South Monroe; seconded by Mr. Trujillo.

***Motion carried unanimously***

c. 54 South Monroe Street

Committee recommends increasing grant to \$10,000 (original amount was \$7,000) due to building owner going above and beyond the original plan.

Motion by Ms. Stevens, seconded by Ms. Daniels to support recommendation of committee to grant an additional \$3,000 to bring total grant to \$10,000 dues to increased scope of work completed.

***Motion carried unanimously***

d. 8 North Monroe Street

Committee recommends increasing the grant amount by \$1,157 to compensate for using better material as recommended by the HDC.

Motion by Ms. Stevens, seconded by Mr. Goocher, to support the recommendation of the façade committee to grant an additional amount of \$1,157 to compensate for better material/product as suggested by HDC.

***Motion carried unanimously***

## **B. DDA Office Report**

-Monroe Catholic Elementary School 8<sup>th</sup> grade students will be Downtown Tuesday and Wednesday, May 26 and 27 to clean. We are providing gloves and garbage bags. Cravings is providing ice cream. Mr. Trujillo said Agua Dulce would provide water.

-City Council approved our budget. Ms. Stevens asked about a raise for Ms. Stanifer. Mayor Clark said he is looking into a review process.

## **4. Other Business**

-44 and 48 South Monroe Street

There will be an auction on these foreclosed properties in August. Mr. Swallow asked if the DDA is interested in asking for a performance bond to ensure work will be completed once the building sells. City/DDA could also buy, rehab and flip the buildings. This would allow us to control what happens to the buildings. County Land Bank could purchase the flip as well. They have not done a commercial building before but are open to doing one. Mr. Swallow will get more information and a meeting with interested DDA members will be set for a work session.

- 601 South Monroe Street

Monroe Bank & Trust bought this property and are developing a drive-thru branch at this location. Need to have gasoline, lead based paint, and asbestos removed and building demolished. Bank would like to take advantage of TIF dollars. This requires DDA to enter into an interlocal agreement with Brownfield and give up the INCREASED tax capture dollars.

Motion by Ms. Daniels, seconded by Ms. Stevens, to enter into interlocal agreement with Brownfield to give increased TIF to MB&T for 601 South Monroe property.

*Motion carried unanimously*

## **5. Communication**

-There will be openings on the board. Two emails have been sent to DDA members asking for new members. Openings on committees as well.

-Mr. Swallow introduced Ms. Swanson, organizer of First Fridays. Ms. Swanson stated that this is a way to join businesses together. First Fridays – businesses stay open later and encourage people to buy local.

-Ms. Weakly suggested she contact Ms. Stanifer for assistance in getting the word out. However, Ms. Swanson wants to be sure people do not feel obligated. Mr. Trujillo stated that there are lots of resources in the room. Ms. Stanifer has email connections and is a good resource for Downtown. He encouraged Ms. Swanson to let Ms. Stanifer know about these First Friday events.

## **6. Adjournment**

A motion to adjourn was made by Ms. Stevens, supported by Mayor Clark at 9:25 a.m.

*Motion carried unanimously*

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 751	DOWNTOWN		DEVELOPMENT AUTHORITY				
05/01/2015			751-00.000-003.000 CERTIFICATES OF DEPOSIT		BEG. BALANCE		532,000.00
05/07/2015	GJ	JE	INVESTING ACTIVITY FOR 05/07/15	15809		29,000.00	503,000.00
05/21/2015	GJ	JE	INVESTING ACTIVITY FOR 05/21/15	15862		40,000.00	463,000.00
05/21/2015	GJ	JE	INVESTING ACTIVITY FOR 05/21/15	15862	25,000.00		488,000.00
05/31/2015			751-00.000-003.000	END BALANCE	25,000.00	69,000.00	488,000.00
05/01/2015			751-00.000-007.000 AUTOMATED PUBLIC FUNDS		BEG. BALANCE		10,451.40
05/01/2015	GJ		MONTHLY P&L INSURANCE PREMIUM	15778		75.42	10,375.98
05/07/2015	PR	CHK	SUMMARY PR 05/07/2015			606.33	9,769.65
05/07/2015	GJ	JE	INVESTING ACTIVITY FOR 05/07/15	15809	29,036.54		38,806.19
05/11/2015	CR	RCPT			400.00		39,206.19
			SUMMARY CR POSTING: 05/11/2015 OTHER				
05/12/2015	GJ	JE	FIFTH THIRD SERVICE FEES-APRIL 2015	15824		6.45	39,199.74
05/19/2015	CD	CHK	SUMMARY CD 05/19/2015			830.12	38,369.62
05/21/2015	PR	CHK	SUMMARY PR 05/21/2015			592.85	37,776.77
05/21/2015	GJ	JE	INVESTING ACTIVITY FOR 05/21/15	15862	40,080.89		77,857.66
05/21/2015	GJ	JE	INVESTING ACTIVITY FOR 05/21/15	15862		25,000.00	52,857.66
05/28/2015	CR	RCPT			140.00		52,997.66
			SUMMARY CR POSTING: 05/28/2015 OTHER				
05/31/2015			751-00.000-007.000	END BALANCE	69,657.43	27,111.17	52,997.66
05/01/2015			751-00.000-202.000 ACCOUNTS PAYABLE		BEG. BALANCE		0.00
05/18/2015	AP	INV	FIFTH THIRD BANK	04/24/2015		39.44	(39.44)
			TELEPHONE BILL				
05/18/2015	AP	INV	FIFTH THIRD BANK	04/23/2015		245.98	(285.42)
			OFFICE SUPPLIES - TONER				
05/18/2015	AP	INV	FIFTH THIRD BANK	04/22/2015		191.89	(477.31)
			FOOD & BEV. FOR ALLEY PROJECT PUBLIC				
05/18/2015	AP	INV	FIFTH THIRD BANK	04/17/2015		35.00	(512.31)
			ALLEY PROJECT POSTERS AND INFO. CARDS				
05/18/2015	AP	INV	FIFTH THIRD BANK	04/09/2015		50.43	(562.74)
			DEVELOPMENT PACKETS				
05/18/2015	AP	INV	FIFTH THIRD BANK	04/09/2015		103.99	(666.73)
			OFFICE SUPPLIES				
05/18/2015	AP	INV	FIFTH THIRD BANK	04/01/2015		127.00	(793.73)
			TEXT MARKETING				
05/18/2015	AP	INV	FIFTH THIRD BANK	03/27/2015		36.39	(830.12)
			TELEPHONE BILL				
05/19/2015	CD	CHK	SUMMARY CD 05/19/2015		830.12		0.00
05/31/2015			751-00.000-202.000	END BALANCE	830.12	830.12	0.00
05/01/2015			751-00.000-386.000 NONSPENDABLE FUND BALANCE		BEG. BALANCE		(274.00)
05/31/2015			751-00.000-386.000	END BALANCE	0.00	0.00	(274.00)
05/01/2015			751-00.000-390.000 RESTRICTED FUND BALANCE		BEG. BALANCE		(520,470.41)
05/31/2015			751-00.000-390.000	END BALANCE	0.00	0.00	(520,470.41)
05/01/2015			751-65.691-703.000 PART TIME SALARIES & WAGES		BEG. BALANCE		10,612.49
05/07/2015	PR	CHK	SUMMARY PR 05/07/2015		562.50		11,174.99
05/21/2015	PR	CHK	SUMMARY PR 05/21/2015		550.00		11,724.99
05/31/2015			751-65.691-703.000	END BALANCE	1,112.50	0.00	11,724.99
05/01/2015			751-65.691-717.000 SOCIAL SECURITY		BEG. BALANCE		657.97
05/07/2015	PR	CHK	SUMMARY PR 05/07/2015		34.88		692.85
05/21/2015	PR	CHK	SUMMARY PR 05/21/2015		34.10		726.95
05/31/2015			751-65.691-717.000	END BALANCE	68.98	0.00	726.95
05/01/2015			751-65.691-717.005 MEDICARE		BEG. BALANCE		153.89
05/07/2015	PR	CHK	SUMMARY PR 05/07/2015		8.16		162.05
05/21/2015	PR	CHK	SUMMARY PR 05/21/2015		7.97		170.02
05/31/2015			751-65.691-717.005	END BALANCE	16.13	0.00	170.02
05/01/2015			751-65.691-718.010 WORKERS' COMP INSURANCE		BEG. BALANCE		15.80
05/07/2015	PR	CHK	SUMMARY PR 05/07/2015		0.79		16.59
05/21/2015	PR	CHK	SUMMARY PR 05/21/2015		0.78		17.37
05/31/2015			751-65.691-718.010	END BALANCE	1.57	0.00	17.37
05/01/2015			751-65.691-727.000 OFFICE SUPPLIES		BEG. BALANCE		133.39
05/18/2015	AP	INV	FIFTH THIRD BANK	04/23/2015	245.98		379.37
			OFFICE SUPPLIES - TONER				
05/18/2015	AP	INV	FIFTH THIRD BANK	04/09/2015	103.99		483.36
			OFFICE SUPPLIES				
05/31/2015			751-65.691-727.000	END BALANCE	349.97	0.00	483.36
05/01/2015			751-65.691-728.000 COPIES		BEG. BALANCE		0.08
05/31/2015			751-65.691-728.000	END BALANCE	0.00	0.00	0.08
05/01/2015			751-65.691-730.000 POSTAGE		BEG. BALANCE		168.71
05/31/2015			751-65.691-730.000	END BALANCE	0.00	0.00	168.71

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
05/01/2015			751-65.691-818.010 AUDIT SERVICES		BEG. BALANCE		1,245.00
05/31/2015			751-65.691-818.010	END BALANCE	0.00	0.00	1,245.00
05/01/2015			751-65.691-818.020 GENERAL CONTRACT SERVICES		BEG. BALANCE		11,000.00
05/31/2015			751-65.691-818.020	END BALANCE	0.00	0.00	11,000.00
05/01/2015			751-65.691-818.080 FACADE IMPROVEMENTS		BEG. BALANCE		36,672.00
05/31/2015			751-65.691-818.080	END BALANCE	0.00	0.00	36,672.00
05/01/2015			751-65.691-853.000 TELEPHONE		BEG. BALANCE		310.50
05/18/2015	AP	INV	FIFTH THIRD BANK	04/24/2015	39.44		349.94
			TELEPHONE BILL				
05/18/2015	AP	INV	FIFTH THIRD BANK	03/27/2015	36.39		386.33
			TELEPHONE BILL				
05/31/2015			751-65.691-853.000	END BALANCE	75.83	0.00	386.33
05/01/2015			751-65.691-905.000 PUBLISHING/ADVERTISING		BEG. BALANCE		62.52
05/31/2015			751-65.691-905.000	END BALANCE	0.00	0.00	62.52
05/01/2015			751-65.691-910.000 INSURANCE PREMIUM		BEG. BALANCE		1,028.20
05/01/2015	GJ		MONTHLY P&L INSURANCE PREMIUM	15778	75.42		1,103.62
05/31/2015			751-65.691-910.000	END BALANCE	75.42	0.00	1,103.62
05/01/2015			751-65.691-955.000 MISCELLANEOUS EXPENSE		BEG. BALANCE		38.00
05/31/2015			751-65.691-955.000	END BALANCE	0.00	0.00	38.00
05/01/2015			751-65.691-955.030 DEVELOPMENT COMMITTEE		BEG. BALANCE		1,169.30
05/18/2015	AP	INV	FIFTH THIRD BANK	04/22/2015	191.89		1,361.19
			FOOD & BEV. FOR ALLEY PROJECT PUBLIC				
05/18/2015	AP	INV	FIFTH THIRD BANK	04/17/2015	35.00		1,396.19
			ALLEY PROJECT POSTERS AND INFO. CARDS				
05/18/2015	AP	INV	FIFTH THIRD BANK	04/09/2015	50.43		1,446.62
			DEVELOPMENT PACKETS				
05/31/2015			751-65.691-955.030	END BALANCE	277.32	0.00	1,446.62
05/01/2015			751-65.691-955.035 DESIGN COMMITTEE		BEG. BALANCE		17,860.39
05/31/2015			751-65.691-955.035	END BALANCE	0.00	0.00	17,860.39
05/01/2015			751-65.691-955.040 PROMOTION COMMITTEE		BEG. BALANCE		4,723.65
05/18/2015	AP	INV	FIFTH THIRD BANK	04/01/2015	127.00		4,850.65
			TEXT MARKETING				
05/31/2015			751-65.691-955.040	END BALANCE	127.00	0.00	4,850.65
05/01/2015			751-65.691-999.301 TRANSFER OUT-DEBT SERVICE		BEG. BALANCE		87,856.25
05/31/2015			751-65.691-999.301	END BALANCE	0.00	0.00	87,856.25
05/01/2015			751-80.100-665.005 INTEREST ON INVESTMENTS		BEG. BALANCE		(956.10)
05/07/2015	GJ	JE	INVESTING ACTIVITY FOR 05/07/15	15809		36.54	(992.64)
05/12/2015	GJ	JE	FIFTH THIRD SERVICE FEES-APRIL 2015	15824	6.45		(986.19)
05/21/2015	GJ	JE	INVESTING ACTIVITY FOR 05/21/15	15862		80.89	(1,067.08)
05/31/2015			751-80.100-665.005	END BALANCE	6.45	117.43	(1,067.08)
05/01/2015			751-80.600-402.000 REAL PROPERTY TAXES		BEG. BALANCE		(207,482.31)
05/31/2015			751-80.600-402.000	END BALANCE	0.00	0.00	(207,482.31)
05/01/2015			751-80.600-410.000 PERSONAL PROPERTY TAXES		BEG. BALANCE		14,091.18
05/31/2015			751-80.600-410.000	END BALANCE	0.00	0.00	14,091.18
05/01/2015			751-80.600-692.090 MISCELLANEOUS REVENUE		BEG. BALANCE		(2,100.00)
05/11/2015	CR	RCPT	SUMMARY CR POSTING: 05/11/2015 OTHER			400.00	(2,500.00)
05/28/2015	CR	RCPT	SUMMARY CR POSTING: 05/28/2015 OTHER			140.00	(2,640.00)
05/31/2015			751-80.600-692.090	END BALANCE	0.00	540.00	(2,640.00)
05/01/2015			751-95.260-961.005 REFUND - BOR SETTLEMENT		BEG. BALANCE		1,032.10
05/31/2015			751-95.260-961.005	END BALANCE	0.00	0.00	1,032.10
TOTAL FOR FUND 751 DOWNTOWN DEVELOPMENT AUTHORITY					97,598.72	97,598.72	0.00

PERIOD ENDING 05/31/2015

GL NUMBER	DESCRIPTION	2014-15 AMENDED BUDGET	YTD BALANCE 05/31/2015 (ABNORMAL)	ACTIVITY FOR MTH 05/31/2015 BASE (DECREASE)	AVAILABLE BALANCE (ABNORMAL)
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY					
Revenues					
Dept 80.100-GENERAL REVENUE					
751-80.100-665.005	INTEREST ON INVESTMENTS	1,200.00	1,067.08	110.98	132.92
Total Dept 80.100-GENERAL REVENUE		1,200.00	1,067.08	110.98	132.92
Dept 80.600-GENERAL REVENUE					
751-80.600-402.000	REAL PROPERTY TAXES	207,482.00	207,482.31	0.00	(0.31)
751-80.600-410.000	PERSONAL PROPERTY TAXES	(14,091.00)	(14,091.18)	0.00	0.18
751-80.600-692.090	MISCELLANEOUS REVENUE	2,100.00	2,640.00	540.00	(540.00)
Total Dept 80.600-GENERAL REVENUE		195,491.00	196,031.13	540.00	(540.13)
TOTAL Revenues		196,691.00	197,098.21	650.98	(407.21)
Expenditures					
Dept 65.691-DOWNTOWN DEVELOPMENT					
751-65.691-703.000	PART TIME SALARIES & WAGES	15,000.00	11,724.99	1,112.50	3,275.01
751-65.691-717.000	SOCIAL SECURITY	930.00	726.95	68.98	203.05
751-65.691-717.005	MEDICARE	217.50	170.02	16.13	47.48
751-65.691-718.010	WORKERS' COMP INSURANCE	21.16	17.37	1.57	3.79
751-65.691-718.015	UNEMPLOYMENT	15.00	0.00	0.00	15.00
751-65.691-727.000	OFFICE SUPPLIES	500.00	483.36	349.97	16.64
751-65.691-728.000	COPIES	100.00	0.08	0.00	99.92
751-65.691-730.000	POSTAGE	500.00	168.71	0.00	331.29
751-65.691-818.010	AUDIT SERVICES	1,245.00	1,245.00	0.00	0.00
751-65.691-818.020	GENERAL CONTRACT SERVICES	20,000.00	11,000.00	0.00	9,000.00
751-65.691-818.080	FACADE IMPROVEMENTS	40,000.00	36,672.00	0.00	3,328.00
751-65.691-853.000	TELEPHONE	475.00	386.33	75.83	88.67
751-65.691-905.000	PUBLISHING/ADVERTISING	200.00	62.52	0.00	137.48
751-65.691-910.000	INSURANCE PREMIUM	1,905.00	1,103.62	75.42	801.38
751-65.691-955.000	MISCELLANEOUS EXPENSE	800.00	38.00	0.00	762.00
751-65.691-955.030	DEVELOPMENT COMMITTEE	2,500.00	1,446.62	277.32	1,053.38
751-65.691-955.035	DESIGN COMMITTEE	18,000.00	17,860.39	0.00	139.61
751-65.691-955.040	PROMOTION COMMITTEE	5,000.00	4,850.65	127.00	149.35
751-65.691-999.202-15M0300000	TRANSFER OUT-MAJOR STREET	57,000.00	0.00	0.00	57,000.00
751-65.691-999.301	TRANSFER OUT-DEBT SERVICE	87,857.00	87,856.25	0.00	0.75
751-65.691-999.401-14C0700000	TRANSFER OUT-CAPITAL PROJECT	40,000.00	0.00	0.00	40,000.00
Total Dept 65.691-DOWNTOWN DEVELOPMENT		292,265.66	175,812.86	2,104.72	116,452.80
Dept 95.260-CLERK/TREASURER					
751-95.260-961.005	REFUND - BOR SETTLEMENT	0.00	1,032.10	0.00	(1,032.10)
Total Dept 95.260-CLERK/TREASURER		0.00	1,032.10	0.00	(1,032.10)
TOTAL Expenditures		292,265.66	176,844.96	2,104.72	115,420.70
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY:					
TOTAL REVENUES		196,691.00	197,098.21	650.98	(407.21)
TOTAL EXPENDITURES		292,265.66	176,844.96	2,104.72	115,420.70
NET OF REVENUES & EXPENDITURES		(95,574.66)	20,253.25	(1,453.74)	(115,827.91)
BEG. FUND BALANCE		520,744.41	520,744.41		
END FUND BALANCE		425,169.75	540,997.66		

Monroe Downtown Development Authority  
2014-2015 Fiscal Year Expenditure Report

<b>Part Time Salaries</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Balance</b>
	\$15,000.00		
7/17/2014		\$449.99	
7/31/2014		\$500.00	
8/14/2014		\$500.00	
8/28/2014		\$500.00	
9/11/2014		\$500.00	
9/25/2014		\$500.00	
10/9/2014		\$500.00	
10/23/2014		\$500.00	
11/6/2014		\$500.00	
11/20/2014		\$525.00	
12/4/2014		\$500.00	
12/18/2014		\$537.50	
1/2/2015		\$500.00	
1/15/2015		\$500.00	
1/29/2015		\$500.00	
2/12/2015		\$500.00	
2/26/2015		\$500.00	
3/12/2015		\$550.00	
3/26/2015		\$500.00	
4/9/2015		\$525.00	
4/23/2015		\$525.00	
5/7/2015		\$562.50	
5/21/2015		\$550.00	
			<b>\$3,275.01</b>
<b>Social Security</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Balance</b>
	\$930.00		
7/17/2014		\$27.90	
7/31/2014		\$31.00	
8/14/2014		\$31.00	
8/28/2014		\$31.00	
9/11/2014		\$31.00	
9/25/2014		\$31.00	
10/9/2014		\$31.00	
10/23/2014		\$31.00	
11/6/2014		\$31.00	
11/20/2014		\$32.55	
12/4/2014		\$31.00	
12/18/2014		\$33.32	
1/2/2015		\$31.00	
1/15/2015		\$31.00	
1/29/2015		\$31.00	
2/12/2015		\$31.00	
2/26/2015		\$31.00	



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3/12/2015		\$34.10		
3/26/2015		\$31.00		
4/9/2015		\$32.55		
4/23/2015		\$32.55		
5/7/2015		\$34.88		
5/21/2015		\$34.10		
				<b>\$203.05</b>
<b>Medicare</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$217.50			
7/17/2014		\$6.52		
7/31/2014		\$7.25		
8/14/2014		\$7.25		
8/28/2014		\$7.25		
9/11/2014		\$7.26		
9/25/2014		\$7.25		
10/9/2014		\$7.25		
10/23/2014		\$7.25		
11/6/2014		\$7.26		
11/20/2014		\$7.61		
12/4/2014		\$7.25		
12/18/2014		\$7.79		
1/2/2015		\$7.25		
1/15/2015		\$7.25		
1/29/2015		\$7.25		
2/12/2015		\$7.25		
2/26/2015		\$7.25		
3/12/2015		\$7.98		
3/26/2015		\$7.25		
4/9/2015		\$7.61		
4/23/2015		\$7.61		
5/7/2015		\$8.16		
5/21/2015		\$7.97		
				<b>\$47.48</b>
<b>Workers Comp Insurance</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$21.16			
7/3/2014		\$0.68		
7/17/2014		\$0.71		
7/31/2014		\$0.71		
8/14/2014		\$0.71		
8/28/2014		\$0.71		
9/11/2014		\$0.71		
9/25/2014		\$0.71		

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10/9/2014		\$0.71		
10/23/2014		\$0.71		
11/6/2014		\$0.71		
11/20/2014		\$0.74		
12/4/2014		\$0.71		
12/18/2014		\$0.76		
1/2/2015		\$0.71		
1/15/2015		\$0.71		
1/29/2015		\$0.71		
2/12/2015		\$0.71		
2/26/2015		\$0.71		
3/12/2015		\$0.78		
3/26/2015		\$0.71		
4/9/2015		\$0.74		
4/23/2015		\$0.74		
5/7/2015		\$0.79		
5/21/2015		\$0.78		
				<b>\$3.79</b>
<b>Unemployment</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$15.00			
				<b>\$15.00</b>
<b>Office Supplies - 727.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$500.00			
Internet hosting		\$119.40		
Planner		\$13.99		
Staples - toner		\$245.98		
Staples - office supplies		\$103.99		
				<b>\$16.64</b>
<b>Copies</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$100.00			
July		\$0.08		
				<b>\$99.92</b>
<b>Postage</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$500.00			
August		\$2.40		
Brochures to rest area		\$17.99		
September		\$0.96		

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October		\$0.48		
December		\$0.47		
January		\$0.96		
Façade Mailing 1/7/2015		\$139.16		
February		\$0.48		
March		\$0.96		
April		\$4.85		
				<b>\$331.29</b>
<b>Audit Services</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$1,250.00			
Plante & Moran PLLC thru 9/9/2014		\$1,245.00		
				<b>\$5.00</b>
<b>General Contract Services</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$20,000.00			
Ron Noel - snow removal		\$2,000.00		
Ron Noel Lawn Services (2/25/2015)		\$2,500.00		
Ron Noel Lawn Services curb line removal		\$4,000.00		
Ron Noel Lawn curb line removal (3/16/15)		\$2,500.00		
				<b>\$9,000.00</b>
<b>Façade Improvements - 818.080</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$40,000.00			
52 South Monroe Street (2013)		\$7,162.00		
11 Scott Street (2014)		\$2,210.00		
131 East Front (2013)		\$7,300.00		
111 East First (2014)		\$10,000.00		
36 West Front (2014)		\$10,000.00		
				<b>\$3,328.00</b>
<b>Telephone</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$475.00			
July		\$42.72		
August		\$41.87		
September		\$40.04		
October		\$37.37		
November		\$37.39		
December		\$38.20		
January		\$36.02		
February		\$36.89		
March		\$36.39		
April		\$39.44		

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				<b>\$88.67</b>
<b>Publishing/Advertising 905.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$200.00			
Monroe Publishing - meeting schedule		\$62.52		
				<b>\$137.48</b>
<b>Insurance Premium</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$1,905.00			
For lower deductible for liability		\$274.00		
Monthly P&L Insurance Premium - July		\$75.42		
Monthly P&L Insurance Premium - August		\$75.42		
Monthly P&L Insurance Premium - Sept		\$75.42		
Monthly P&L Insurance Premium - October		\$75.42		
Monthly P&L Insurance Premium - November		\$75.42		
Monthly P&L Insurance Premium - December		\$75.42		
Monthly P&L Insurance Premium - January		\$75.42		
Monthly P&L Insurance Premium - February		\$75.42		
Monthly P&L Insurance Premium - March		\$75.42		
Monthly P&L Insurance premium - April		\$75.42		
Monthly P&L Insurance Premium - May		\$75.42		
				<b>\$801.38</b>
<b>Miscellaneous Expense - 955.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$800.00			
Frankenmuth decorations trip		\$38.00		
				<b>\$762.00</b>
<b>Development Committee - 955.030</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$2,500.00			
Card stock, folders		\$38.27		
Washington Printers (Handbooks)		\$794.00		
Folders		\$97.83		
Folders, stickers		\$59.20		
Washington Printers (Parking brochure)		\$180.00		
Alley project - food		\$191.89		
Allep project - info cards		\$35.00		
Development packets		\$50.43		
				<b>\$1,053.38</b>
<b>Design Committee - 955.035</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$8,000.00			

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Electrical cords for Christmas deco		\$15.73		
Added from 2013-2014 budget	\$10,000.00			
Bronners (16 snowflakes)		\$8,194.00		
Cornstalks		\$100.00		
Fall deco, kiosk		\$17.35		
Lights for Christmas wreaths		\$65.72		
Trash bags and clippers; decorating		\$40.94		
Bronners (snowflakes & soldiers)		\$7,978.50		
Four Star - spring planters		\$1,448.15		
				<b>\$139.61</b>
<b>Promotion Committee - 955.040</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$5,000.00			
Balloons for Wine Crawl		\$71.02		
Deposit - Text Message Program	\$1,000.00			
Text Marketing Program		\$127.00		
Deposit - Tree Lighting 11/6/2014	\$50.00			
Deposit - EDD Mailing 11/6/2014	\$400.00			
Text Marketing Program		\$127.00		
Deposit - Tree Lighting 11/18/2014	\$50.00			
Text Marketing Program		\$127.00		
Deposit - EDD Mailing 12/16/2014	\$1,000.00			
Text Marketing Program		\$127.00		
Text Marketing Program		\$127.00		
Postage EDD Mailing - Monroe		\$854.18		
Postage EDD Mailing - Newport		\$242.55		
Postage EDD Mailing - Dundee		\$284.90		
By Design - Parking Map		\$125.00		
Lamour Printing - EDD Mailing		\$1,300.00		
Deposit - EDD Mailing 2/18/2015	\$600.00			
Text Marketing Program		\$127.00		
Text Marketing Program		\$127.00		
Bronners (garland)		\$1,830.00		
Text Marketing Program		\$127.00		
Deposit - Flea Market 5-11-2015	\$150.00			
Deposit - Flea Market 5-28-2015	\$140.00			
Deposit - Flea Market 6-9-2015	\$290.00			
Text Marketing Program		\$127.00		
				<b>\$2,829.35</b>
<b>Transfer Out Debt Service</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$87,857.00			
10/30/2014 Bond Payment		\$28,928.12		
4/30/2015 Bond Payment		\$58,928.13		

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				<b>\$0.75</b>
<b>Transfer Out Capital Project</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$40,000.00			
				<b>\$40,000.00</b>
<b>Total</b>	<b>\$238,950.66</b>	<b>\$176,812.86</b>		<b>\$62,137.80</b>

**Request for Proposals  
for Website Update and Replacement  
Monroe Downtown Development Authority (DDA)  
Monroe, Michigan  
[www.downtownmonroemi.com](http://www.downtownmonroemi.com)**

Deadline for receipt of responses 3:30 p.m. EST, Monday, July 20, 2015

## **Introduction**

The Monroe Downtown Development Authority (DDA) seeks a qualified consultant to update and replace its website [www.downtownmonroemi.com](http://www.downtownmonroemi.com), as part of an image and marketing strategy for Downtown Monroe. This is meant to be a comprehensive update and replacement of the existing website to create a contemporary web portal for downtown businesses, residents and visitors. The DDA would also like to create a platform that other community organizations may tap into as well. The DDA Board has acknowledged the importance of image and branding for Downtown Monroe and the need to have a strong web presence to communicate that message. Therefore, they have directed that DDA staff solicit proposals from professional consultants who have experience and a successful track record for assisting DDA's and/or other retail focused organizations in developing effective, market-contemporary website, related messaging, and associated on-line marketing.

Downtown Monroe is the urban center of Monroe County (population abt. 152,000), is the County seat, and includes what many area residents would consider the historic, traditional "downtown." The population of the City proper is about 21,000 and the community serves a regional market of approximately 55,000 people. Monroe is located on the I-75 corridor and is about 17-miles north of Toledo, Ohio and about 35-miles south of Detroit. Within the City is the River Raisin National Battlefield Park and Sterling State Park, which create as opportune connection between Downtown and Michigan's Lake Erie shoreline. Historically the City and region had a manufacturing and agricultural based economy, but as manufacturing employment has somewhat waned, the service, utilities, supply, distribution, health care and tourism sectors are emerging as key economic drivers. It is anticipated that additional growth in the tourism sector will occur, as a result of development of the National Park. The DDA desires to capitalize on this growth in tourism, shifting demographics and residential preferences toward more urban living environments. An essential element to capturing this "new economy" growth and retaining the necessary talented workforce is a strong identity and a proactive marketing strategy.

## **Current Website**

The current Monroe DDA website, [www.downtownmonroemi.com](http://www.downtownmonroemi.com), is hosted with Host Gator and maintained by DDA staff using minimal tools allowed within the current design restrictions. It has been several years since the last significant update and the design and functionality of the website have become out-of-date. The current design and structure of the site also severely limits the DDA staff's ability to change content on a regular basis, which has led to "stale" content that does not provide the public with useful and up-to-date information.

As noted above, this is meant to be a comprehensive update and replacement of the existing website to

create a contemporary web portal. The intention is to maintain the current site until the new site is complete and coordinate transition to the new site using the existing web address. It is anticipated the DDA website will continue to be hosted off-site by a third party such as Host Gator or other recommended service provider.

## **Goals and Objectives**

With the contract resulting from this RFP, the Monroe DDA intends to develop an updated and contemporary website, related creative elements, and a plan for regularly maintaining the content on the website. The overarching goal of the website update is to have an easy to navigate site that will contribute to generating tangible increases in awareness of downtown Monroe, a large number of “hits” to the website, commercial activity, economic and community development, tourism and broader awareness of the Monroe region.

The broad objectives of the website redevelopment and update include:

- Distinguish Downtown Monroe from other downtowns and communities, and establish its role as an attractive place to visit, shop and reside.
- On-line marketing of businesses and events that are located in the Downtown area.
- Reinforce and direct focus towards the Downtown’s unique character and locations.
- Provide a basis for building pride, engagement and sense of place.
- Establish a consistent and comprehensive visual identity.
- Build a platform that encourages other groups (e.g. Chamber of Commerce, Monroe Co. Tourism Bureau, Monroe Co. Business Development, etc.) to participate in cohesive on-line communications and branding efforts.

## **Features and Capabilities**

The following is a list of features and capabilities the DDA is seeking in website services. The list is not intended to be all inclusive.

- Incorporation of extensive images and graphics that convey the unique characteristics and locations in Downtown Monroe.
- Highly visible and interactive Meeting/Event Calendar system that allows for the DDA to add content and graphics, and provides for links to additional meeting and event information.
- Listing of Downtown businesses that is organized by category and services provided.
- Integration with the Monroe DDA Facebook page and ability to coordinate with social media outlets.
- Mechanism for members of the public to convey comments, suggestions or questions concerning Downtown businesses or events; including and email interface with the ability to submit attachments or information.



- Ability to upload data into pre-formatted web pages or document locations, for example, agenda packets for the DDA meetings.
- Functional groupings/menu of web pages that facilitate public access to information; including intuitive and consistent options for navigating the website.
- Capability for searching the website for key words or phrases.
- Developed with the capability to be converted to a mobile version.
- Ability for authorized staff to create and/or edit new website pages, including uploading of photographs.
- Ability of website to allow visitors to sign-up for email newsletters, using opt-in and opt-out procedures.
- Website not dependent on specific browser, that is, the web interface is *browser agnostic* and works with commonly used browsers found on Windows, Linux and Mac computer systems.
- Security features contained within the website infrastructure, and not reliant on the existing network or host security.
- Reporting feature for number of visits to the site generally and to each section.

## **Consultant Qualifications**

The City seeks a firm that has demonstrated success in developing websites, on-line media and marketing materials for other DDA's, merchant groups or shopping centers. The individual or firm shall have provided professional services which include website development and implementation, creative development, retail marketing, and/or website maintenance. Proposing consultants should have at least 5-years experience in web-design and a documented list of previous clients. Key staff persons should have credentials such as an IT related degree and/or web design certification from an accredited institution or recognized professional association.

## **Required Deliverables**

It is anticipated that the general scope of the work will include, but not limited to, three general phases including stakeholder input and review, website development, and coordination for website launch including key staff training. Expected deliverables include but may not be limited to:

- Draft design concept(s), including proposed layouts, utilization of graphics and clear menu mapping of website content locations.
- Graphic element templates and specifications including but not limited to example pages.
- 3-4 stakeholder group meetings to review design concepts and obtain content.
- Research and gathering of graphics, images and written content for website from existing website and sources with limited site visits.

- Development of a comprehensive website based on stakeholder review and response to design concepts.
- Mobile version of the website.
- Technical support for the launching of the website including coordination with 3<sup>rd</sup> party IT professionals or hosting service provider.
- Training of key City staff and stakeholders to maintain the changing content on the site.

## Submittal Requirements

- Project Statement: Describe your understanding of the goals and objectives, as well as your proposed approach and philosophy regarding the project.
- Detailed Work Plan: Include a concise list of tasks and timeline for the project.
- Proposed Project Team Members: Include a description of the organization, an organizational chart, and the primary role and responsibility of each team member. Clearly designate the team leader for this project and the responsibilities of other contributing members.
- Individual Experience: Include information on the background of key member(s) and detail their specific contributions to past projects, as it relates to this project.
- Specific Project Experience: Provide examples of similar projects that were successfully executed.
- List of references: At least three client references, for similar projects completed within the past five years. Include the name and telephone number of the contact person. List services provided to each client.
- Provide contact information for the individual best able to answer questions regarding your proposal.
- Identify tasks to be performed by any sub-consultants.
- Number of days after notification of award that the individual/firm can commence work.
- Additional information may be provided to support applicant's ability to complete this type of project.
- Project Cost: Enclose in a **separate** envelope, a budget proposal showing a not-to-exceed cost of your proposed services. Include a breakdown of cost for each deliverable, including expenses by phases. While cost will be a secondary factor, the DDA is **not** required to accept the lowest cost proposal and selection of the successful consultant will be based on the proposal deemed to be in the best interest of the DDA.

## **Submittal Deadline**

Candidates must submit their RFP with five (5) hard copies and one electronic copy in PDF format by 3:30 p.m. on Monday, July 20, 2015 to:

Monroe City Clerk-Treasurer's Office  
Attn. Downtown Development Authority  
120 E. First Street  
Monroe, Michigan 48161  
[sharon.malotky@monroemi.gov](mailto:sharon.malotky@monroemi.gov)  
734-384-9136

## **Questions or Comments**

Please direct any questions or comments about the RFP to:

Paula Stanifer  
DDA Coordinator  
Monroe City Hall  
120 E. First Street  
Monroe, Michigan 48161  
[director@downtownmonroemi.com](mailto:director@downtownmonroemi.com)  
734-384-9172

## **Evaluation Criteria**

The following elements will be considered on a weighted basis in evaluating proposals for selecting the consultants to be further considered, interviewed and ultimately selected to undertake the project:

- Successful website development, including input from clients.
- Competency of firm, including reputation and capacity.
- Professional background and technical expertise of key personnel assigned to this project.
- Ability to meet project timeline.
- Proposed fee schedule.

## Schedule

Following is an anticipated and tentative consultant selection schedule. The DDA reserves the right to amend the tentative schedule listed below.

- June 22, 2015– Distribution of RFP
- July 13, 2015 – Deadline for submittal of clarification requests or questions regarding the RFP
- **July 20, 2015 at 3:30 PM EST – Deadline for submission of responses**
- August 19, 2015 – Anticipated Consultant Selection
- Mid-December – Project Completion

## Rights Reserved

The Monroe DDA reserves the right to waive any informalities, to reject any or all proposals and to award a contract on the basis which the Monroe DDA Board deems to be in the best interest of the DDA.