

AGENDA
MONROE DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING
7:45 A.M.
Wednesday, January 26, 2016
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, December 16, 2015 Regular Meeting
- C. Financial Report
 - DDA Revenue and Expenditure Report FY 2015-2016
 - DDA Itemized Expenditure Report FY 2015-2016

3. 2015 – 2016 Work Program

- A. Committee Project Status Report
 - 1. Design Committee – Jodie Stevens
 - 2. Promotions Committee – Mary Gail Beneteau
 - 3. Development Committee – Jim Jacobs
 - 4. Façade Grant Committee – Scott Goocher
- B. DDA Office Report

4. Other Business

A. Goals and Objectives

5. Communications

6. Adjournment

Action Requested

Minutes

**Monroe Downtown Development Authority
Regular Meeting
Wednesday, December 16, 2015
First Floor Conference Room
Monroe City Hall**

Chairperson Shaun McGowan called the meeting to order at 7:46 a.m.

1. Roll Call

Present: Chairperson Shaun McGowan, George Boyan, Mayor Robert Clark, Kimberle Daniels (arrived at 8:37 a.m.), Scott Goocher, Les Lukacs, Joe Peruski (arrived at 7:50 a.m.), Jodie Stevens (arrived at 7:49 a.m.), Tom Steward, Anthony Trujillo

Excused:

Guests: Dave Grassley (Floral City Images), Janet Berns (arrived at 7:48 a.m.)

Staff: Paula Stanifer

2. Consent Agenda

A. Approval of December Agenda

B. Approval of Minutes of November 18, 2015 DDA meeting

C. Financial Reports: Revenue and Expenditure, Itemized Expenditure

Motion by Mr. Goocher, seconded by Mr. Boyan to approve the Consent Agenda.

Motion carried unanimously.

3. 2015-2016 Work Program

A. DDA Office Report

Discussed moving funds from our current budget versus a budget amendment.

Motion by Mr. Lukacs, seconded by Mr. Steward, to pay deposit of \$1,500.00 to Hadrout for website out of current budget.

Motion carried unanimously.

4. Goals and Objectives

-Discussed DDA Mission Statement.

-Reviewed Goals from 2014-2015.

-Mayor Clark liked the format used in 2014-2015 as it gave each committee input and a direction to focus on. We will continue to use that format.

5. Strategic Planning

-Ms. Stanifer will present the goals at each committee meeting for their input.

6. Adjournment

A motion to adjourn was made by Mr. Lukacs, supported by Ms. Stevens at 9:05 a.m.

Motion carried unanimously

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GL ACTIVITY REPORT FOR CITY OF MONROE
FROM 751-00.000-003.000 TO 751-95.260-961.005
TRANSACTIONS FROM 12/01/2015 TO 12/31/2015

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Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 751 DOWNTOWN DEVELOPMENT AUTHORITY							
12/01/2015			751-00.000-003.000 CERTIFICATES OF DEPOSIT		BEG. BALANCE		565,000.00
12/17/2015	GJ	JE	INVESTING ACTIVITY FOR 12/17/15	16772		75,000.00	490,000.00
12/17/2015	GJ	JE	INVESTING ACTIVITY FOR 12/17/15	16772	50,000.00		540,000.00
12/31/2015			751-00.000-003.000	END BALANCE	50,000.00	75,000.00	540,000.00
12/01/2015			751-00.000-007.000 AUTOMATED PUBLIC FUNDS		BEG. BALANCE		25,269.83
12/01/2015	GJ		MONTHLY P&L INSURANCE PREMIUM	16697		77.67	25,192.16
12/03/2015	PR	CHK	SUMMARY PR 12/03/2015			625.21	24,566.95
12/08/2015	CD	CHK	SUMMARY CD 12/08/2015			10,000.00	14,566.95
12/10/2015	GJ	JE	FIFTH THIRD SERVICE FEES-NOVEMBER 201	16757		5.02	14,561.93
12/17/2015	PR	CHK	SUMMARY PR 12/17/2015			656.47	13,905.46
12/17/2015	GJ	JE	INVESTING ACTIVITY FOR 12/17/15	16772	75,121.33		89,026.79
12/17/2015	GJ	JE	INVESTING ACTIVITY FOR 12/17/15	16772		50,000.00	39,026.79
12/22/2015	CD	CHK	SUMMARY CD 12/22/2015			89.84	38,936.95
12/30/2015	PR	CHK	SUMMARY PR 12/30/2015			625.21	38,311.74
12/31/2015			751-00.000-007.000	END BALANCE	75,121.33	62,079.42	38,311.74
12/01/2015			751-00.000-390.000 RESTRICTED FUND BALANCE		BEG. BALANCE		(473,745.48)
12/31/2015			751-00.000-390.000	END BALANCE	0.00	0.00	(473,745.48)
12/01/2015			751-65.691-703.000 PART TIME SALARIES & WAGES		BEG. BALANCE		6,114.00
12/03/2015	PR	CHK	SUMMARY PR 12/03/2015		580.00		6,694.00
12/17/2015	PR	CHK	SUMMARY PR 12/17/2015		609.00		7,303.00
12/30/2015	PR	CHK	SUMMARY PR 12/30/2015		580.00		7,883.00
12/31/2015			751-65.691-703.000	END BALANCE	1,769.00	0.00	7,883.00
12/01/2015			751-65.691-717.000 SOCIAL SECURITY		BEG. BALANCE		379.07
12/03/2015	PR	CHK	SUMMARY PR 12/03/2015		35.96		415.03
12/17/2015	PR	CHK	SUMMARY PR 12/17/2015		37.76		452.79
12/30/2015	PR	CHK	SUMMARY PR 12/30/2015		35.96		488.75
12/31/2015			751-65.691-717.000	END BALANCE	109.68	0.00	488.75
12/01/2015			751-65.691-717.005 MEDICARE		BEG. BALANCE		88.66
12/03/2015	PR	CHK	SUMMARY PR 12/03/2015		8.41		97.07
12/17/2015	PR	CHK	SUMMARY PR 12/17/2015		8.83		105.90
12/30/2015	PR	CHK	SUMMARY PR 12/30/2015		8.41		114.31
12/31/2015			751-65.691-717.005	END BALANCE	25.65	0.00	114.31
12/01/2015			751-65.691-718.010 WORKERS' COMP INSURANCE		BEG. BALANCE		9.05
12/03/2015	PR	CHK	SUMMARY PR 12/03/2015		0.84		9.89
12/17/2015	PR	CHK	SUMMARY PR 12/17/2015		0.88		10.77
12/30/2015	PR	CHK	SUMMARY PR 12/30/2015		0.84		11.61
12/31/2015			751-65.691-718.010	END BALANCE	2.56	0.00	11.61
12/01/2015			751-65.691-727.000 OFFICE SUPPLIES		BEG. BALANCE		176.68
12/31/2015			751-65.691-727.000	END BALANCE	0.00	0.00	176.68
12/01/2015			751-65.691-728.000 COPIES		BEG. BALANCE		0.07
12/31/2015			751-65.691-728.000	END BALANCE	0.00	0.00	0.07
12/01/2015			751-65.691-730.000 POSTAGE		BEG. BALANCE		7.26
12/31/2015			751-65.691-730.000	END BALANCE	0.00	0.00	7.26
12/01/2015			751-65.691-818.010 AUDIT SERVICES		BEG. BALANCE		1,280.00
12/31/2015			751-65.691-818.010	END BALANCE	0.00	0.00	1,280.00

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GL ACTIVITY REPORT FOR CITY OF MONROE
FROM 751-00.000-003.000 TO 751-95.260-961.005
TRANSACTIONS FROM 12/01/2015 TO 12/31/2015

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Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
12/01/2015			751-65.691-818.080 FACADE IMPROVEMENTS		BEG. BALANCE		0.00
12/07/2015	AP	INV	GOOCHER, SCOTT	11/24/15	10,000.00		10,000.00
12/31/2015			FACADE IMPROVEMENT 206 SOUTH MONROE S				
			751-65.691-818.080	END BALANCE	10,000.00	0.00	10,000.00
12/01/2015			751-65.691-853.000 TELEPHONE		BEG. BALANCE		(5.31)
12/31/2015			751-65.691-853.000	END BALANCE	0.00	0.00	(5.31)
12/01/2015			751-65.691-905.000 PUBLISHING/ADVERTISING		BEG. BALANCE		225.00
12/31/2015			751-65.691-905.000	END BALANCE	0.00	0.00	225.00
12/01/2015			751-65.691-910.000 INSURANCE PREMIUM		BEG. BALANCE		388.35
12/01/2015	GJ		MONTHLY P&L INSURANCE PREMIUM	16697	77.67		466.02
12/31/2015			751-65.691-910.000	END BALANCE	77.67	0.00	466.02
12/01/2015			751-65.691-955.030 DEVELOPMENT COMMITTEE		BEG. BALANCE		1,199.65
12/31/2015			751-65.691-955.030	END BALANCE	0.00	0.00	1,199.65
12/01/2015			751-65.691-955.035 DESIGN COMMITTEE		BEG. BALANCE		513.57
12/21/2015	AP	INV	FIFTH THIRD BANK	11/07/2015	31.12		544.69
12/21/2015	AP	INV	SUPPLIES FOR DOWNTOWN HOLIDAY DECOS	11/06/2015	58.72		603.41
12/31/2015			FIFTH THIRD BANK				
			SUPPLIES FOR DOWNTOWN HOLIDAY DECOS				
			751-65.691-955.035	END BALANCE	89.84	0.00	603.41
12/01/2015			751-65.691-955.040 PROMOTION COMMITTEE		BEG. BALANCE		63.60
12/31/2015			751-65.691-955.040	END BALANCE	0.00	0.00	63.60
12/01/2015			751-65.691-999.301 TRANSFER OUT-DEBT SERVICE		BEG. BALANCE		28,590.62
12/31/2015			751-65.691-999.301	END BALANCE	0.00	0.00	28,590.62
12/01/2015			751-80.100-665.005 INTEREST ON INVESTMENTS		BEG. BALANCE		(213.14)
12/10/2015	GJ	JE	FIFTH THIRD SERVICE FEES-NOVEMBER 201	16757	5.02		(208.12)
12/17/2015	GJ	JE	INVESTING ACTIVITY FOR 12/17/15	16772		121.33	(329.45)
12/31/2015			751-80.100-665.005	END BALANCE	5.02	121.33	(329.45)
12/01/2015			751-80.600-402.000 REAL PROPERTY TAXES		BEG. BALANCE		(181,409.98)
12/31/2015			751-80.600-402.000	END BALANCE	0.00	0.00	(181,409.98)
12/01/2015			751-80.600-410.000 PERSONAL PROPERTY TAXES		BEG. BALANCE		25,212.35
12/31/2015			751-80.600-410.000	END BALANCE	0.00	0.00	25,212.35
12/01/2015			751-80.600-692.090 MISCELLANEOUS REVENUE		BEG. BALANCE		(60.00)
12/31/2015			751-80.600-692.090	END BALANCE	0.00	0.00	(60.00)
12/01/2015			751-95.260-961.005 REFUND - BOR SETTLEMENT		BEG. BALANCE		916.15
12/31/2015			751-95.260-961.005	END BALANCE	0.00	0.00	916.15
TOTAL FOR FUND 751 DOWNTOWN DEVELOPMENT AUTHORITY					137,200.75	137,200.75	0.00

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REVENUE AND EXPENDITURE REPORT FOR CITY OF MONROE

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PERIOD ENDING 12/31/2015

GL NUMBER	DESCRIPTION	2015-16 AMENDED BUDGET	YTD BALANCE 12/31/2015 (ABNORMAL)	ACTIVITY FOR NTH 12/31/2015 (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	329.45	116.31	870.55
Total Dept 80.100-GENERAL REVENUE		1,200.00	329.45	116.31	870.55
Dept 80.600-GENERAL REVENUE					
751-80.600-402.000	REAL PROPERTY TAXES	195,000.00	181,409.98	0.00	13,590.02
751-80.600-410.000	PERSONAL PROPERTY TAXES	0.00	(25,212.35)	0.00	25,212.35
751-80.600-692.090	MISCELLANEOUS REVENUE	0.00	60.00	0.00	(60.00)
Total Dept 80.600-GENERAL REVENUE		195,000.00	156,257.63	0.00	38,742.37
TOTAL Revenues		196,200.00	156,587.08	116.31	39,612.92
Expenditures					
Dept 65.691-DOWNTOWN DEVELOPMENT					
751-65.691-703.000	PART TIME SALARIES & WAGES	16,000.00	7,883.00	1,769.00	8,117.00
751-65.691-717.000	SOCIAL SECURITY	992.00	488.75	109.68	503.25
751-65.691-717.005	MEDICARE	232.00	114.31	25.65	117.69
751-65.691-718.010	WORKERS' COMP INSURANCE	23.00	11.61	2.56	11.39
751-65.691-718.015	UNEMPLOYMENT	5.00	0.00	0.00	5.00
751-65.691-727.000	OFFICE SUPPLIES	500.00	176.68	0.00	323.32
751-65.691-728.000	COPIES	100.00	0.07	0.00	99.93
751-65.691-730.000	POSTAGE	500.00	7.26	0.00	492.74
751-65.691-818.010	AUDIT SERVICES	1,285.00	1,280.00	0.00	5.00
751-65.691-818.020	GENERAL CONTRACT SERVICES	20,000.00	0.00	0.00	20,000.00
751-65.691-818.080	FACADE IMPROVEMENTS	80,000.00	10,000.00	10,000.00	70,000.00
751-65.691-853.000	TELEPHONE	475.00	(5.31)	0.00	480.31
751-65.691-905.000	PUBLISHING/ADVERTISING	7,000.00	225.00	0.00	6,775.00
751-65.691-910.000	INSURANCE PREMIUM	932.00	466.02	77.67	465.98
751-65.691-955.000	MISCELLANEOUS EXPENSE	800.00	0.00	0.00	800.00
751-65.691-955.030	DEVELOPMENT COMMITTEE	2,000.00	1,199.65	0.00	800.35
751-65.691-955.035	DESIGN COMMITTEE	8,000.00	603.41	89.84	7,396.59
751-65.691-955.040	PROMOTION COMMITTEE	8,000.00	63.60	0.00	7,936.40
751-65.691-999.301	TRANSFER OUT-DEBT SERVICE	92,182.00	28,590.62	0.00	63,591.38
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		279,026.00	51,104.67	12,074.40	227,921.33
Dept 95.260-CLERK/TREASURER					
751-95.260-961.005	REFUND - BOR SETTLEMENT	0.00	916.15	0.00	(916.15)
Total Dept 95.260-CLERK/TREASURER		0.00	916.15	0.00	(916.15)
TOTAL Expenditures		279,026.00	52,020.82	12,074.40	227,005.18
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY:					
TOTAL REVENUES		196,200.00	156,587.08	116.31	39,612.92
TOTAL EXPENDITURES		279,026.00	52,020.82	12,074.40	227,005.18
NET OF REVENUES & EXPENDITURES		(82,826.00)	104,566.26	(11,958.09)	(187,392.26)
BEG. FUND BALANCE		473,745.48	473,745.48		
END FUND BALANCE		390,919.48	578,311.74		

Monroe Downtown Development Authority
2014-2015 Fiscal Year Expenditure Report

Part Time Salaries	Budget	Expenditures		Balance
	\$16,000.00			
7/16/2015		\$139.99		
7/16/2015		\$348.01		
7/30/2015		\$638.00		
8/13/2015		\$580.00		
8/27/2015		\$623.50		
9/10/2015		\$580.00		
9/24/2015		\$580.00		
10/8/2015		\$609.00		
10/22/2015		\$659.75		
11/5/2015		\$681.50		
11/19/2015		\$674.25		
12/3/2015		\$580.00		
12/17/2015		\$609.00		
12/30/2015		\$580.00		
				\$8,117.00
Social Security	Budget	Expenditures		Balance
	\$992.00			
7/16/2015		\$30.26		
7/30/2015		\$39.55		
8/13/2015		\$35.96		
8/27/2015		\$38.66		
9/10/2015		\$35.96		
9/24/2015		\$35.96		
10/8/2015		\$37.76		
10/22/2015		\$40.90		
11/5/2015		\$42.25		
11/19/2015		\$41.81		
12/3/2015		\$35.96		
12/17/2015		\$37.76		
12/30/2015		\$35.96		
				\$503.25
Medicare	Budget	Expenditures		Balance
	\$232.00			
7/16/2015		\$7.08		
7/30/2015		\$9.25		
8/13/2015		\$8.41		
8/27/2015		\$9.04		
9/10/2015		\$8.41		
9/24/2015		\$8.41		

Monroe Downtown Development Authority
2014-2015 Fiscal Year Expenditure Report

10/8/2015		\$8.83		
10/22/2015		\$9.57		
11/5/2015		\$9.88		
11/19/2015		\$9.78		
12/3/2015		\$8.41		
12/17/2015		\$8.83		
12/30/2015		\$8.41		
				\$117.69
Workers Comp Insurance	Budget	Expenditures		Balance
	\$23.00			
7/16/2015		\$0.88		
7/30/2015		\$0.93		
8/13/2015		\$0.84		
8/27/2015		\$0.91		
9/10/2015		\$0.84		
9/24/2015		\$0.84		
10/8/2015		\$0.88		
10/22/2015		\$0.96		
11/5/2015		\$0.99		
11/19/2015		\$0.98		
12/3/2015		\$0.84		
12/17/2015		\$0.88		
12/30/2015		\$0.84		
				\$11.39
Unemployment	Budget	Expenditures		Balance
	\$5.00			
				\$5.00
Office Supplies - 727.000	Budget	Expenditures		Balance
	\$500.00			
Internet - Go Daddy		\$13.01		
Staples - cardstock, rack		\$44.27		
Internet hosting - Host Gator		\$119.40		
				\$323.32
Copies	Budget	Expenditures		Balance
	\$100.00			
July		\$0.07		

Monroe Downtown Development Authority
2014-2015 Fiscal Year Expenditure Report

				\$99.93
Postage	Budget	Expenditures		Balance
	\$500.00			
July		\$7.26		
				\$492.74
Audit Services	Budget	Expenditures		Balance
	\$1,285.00			
Plante & Moran PLLC - Prof. Services		\$1,280.00		
				\$5.00
General Contract Services	Budget	Expenditures		Balance
	\$20,000.00			
				\$20,000.00
Façade Improvements - 818.080	Budget	Expenditures		Balance
	\$40,000.00			
Budget increase	\$40,000.00			
12/7/2015 Scott Goocher 206 S Monroe		\$10,000.00		
				\$70,000.00
Telephone	Budget	Expenditures		Balance
	\$475.00			
Credit (cancelled phone)	\$5.31			
				\$480.31
Publishing/Advertising 905.000	Budget	Expenditures		Balance
	\$7,000.00			
1500 MASA brochures - Lamour		\$225.00		
				\$6,775.00
Insurance Premium	Budget	Expenditures		Balance
	\$932.00			
Monthly P&L Insurance - July		\$77.67		
Monthly P&L Insurance - August		\$77.67		

Monroe Downtown Development Authority
2014-2015 Fiscal Year Expenditure Report

Monthly P&L Insurance - September		\$77.67		
Monthly P&L Insurance - October		\$77.67		
Monthly P&L Insurance - November		\$77.67		
Mnthly P&L Insurance - December		\$77.67		
				\$465.98
Miscellaneous Expense - 955.000	Budget	Expenditures		Balance
	\$800.00			
				\$800.00
Development Committee - 955.030	Budget	Expenditures		Balance
	\$2,000.00			
Wine crawl display for alleyscape		\$340.95		
Alley presentation refreshments		\$164.31		
Paint for alley project		\$14.94		
Catering for alley project		\$530.40		
Ice for alley project		\$4.00		
Posters and postcards for alley project		\$45.00		
Mileage Detroit and Novi		\$100.05		
				\$800.35
Design Committee - 955.035	Budget	Expenditures		Balance
	\$8,000.00			
Cornstalks - Parrans (120)		\$240.00		
Small scarecrows (Dollar Tree)		\$35.80		
Fall and Christmas decorating - Stevens		\$237.77		
Christmas supplies		\$31.12		
Christmas supplies		\$58.72		
				\$7,396.59
Promotion Committee - 955.040	Budget	Expenditures		Balance
	\$8,000.00			
Balloons for wine crawl		\$63.60		
				\$7,936.40

Monroe Downtown Development Authority
2014-2015 Fiscal Year Expenditure Report

Transfer Out Debt Service	Budget	Expenditures		Balance
	\$92,182.00			
Bond Payment		\$28,590.62		
				\$63,591.38
Transfer Out Capital Project	Budget	Expenditures		Balance
	\$40,000.00			
				\$40,000.00
Total	\$279,031.31	\$51,109.98		\$227,921.33

2015-2016 DDA Goals & Objectives

The mission of the Monroe Downtown Development Authority is to enhance the quality of life and develop a positive image of Downtown Monroe for residents, businesses and visitors by promoting cultural and economic growth in the Downtown area.

Goal #1

Provide a clean environment Downtown through physical, functional and visual enhancements.

FAÇADE COMMITTEE

- Continue the Façade Grant Program

DESIGN COMMITTEE

- More holiday decorations and lights in the trees. Christmas decorations that stand off the poles on Monroe Street
- More benches with anchors
- Up keep of streets and sidewalks: weeds, grass, cigarette butts, dirt

DEVELOPMENT COMMITTEE

- Timely snow removal
- Pay off our bond for the parking lot

Goal #2

Create an inviting physical and economic environment to retain and attract businesses.

FAÇADE COMMITTEE

- Continue the Façade Grant Program

DESIGN COMMITTEE

- Art/landscaping on the Riverwalk (open to partnerships for art and culture)
- Add more planters, flowers and greenery

DEVELOPMENT COMMITTEE

- Business recruitment and retention incentives; add more retail businesses downtown

Goal #3

Promote Downtown information and amenities to residents, businesses, partnerships and the region.

DESIGN COMMITTEE

- Kiosk or two on the west side of the Monroe St. corridor

DEVELOPMENT COMMITTEE

- Continue employee parking permits and the Validation Program
- Communication of sign ordinance and snow ordinance

PROMOTIONS COMMITTEE

- Continue to promote the DDA and Downtown on fb, direct mailings, having events
- Continue the Business Guide and Downtown Handbook
- Continue increasing the activities in Downtown (river event)
- Provide a page on the DDA website (or something similar) that an individual or business can tell customers to visit to see what other types of businesses are Downtown, along with hours and specials
- Distribute flyers at the RV center, hotels, and Battlefield; highlight the bike trail to Downtown Monroe

Goal #4

Make continued enhancements to the Downtown Parking Program and Communications.

DEVELOPMENT COMMITTEE

- Continue employee parking permits and Validation Program
- Place several signs in the 1 hour parking zones that explain the Validation Program. Keep affirming that parking is not an issue. Maybe a parking alert campaign
- Develop a clear image of Downtown Monroe
- Create/foster a plan to promote pedestrian traffic and economic livelihood in Downtown

Promotions Committee – Meets first Tuesday of the Month 7:45 a.m.

Mary Gail Beneteau – Chairperson

Amanda Phebus

Shaun McGowan*

Janet Berns

Design Committee – Meets second Wednesday of the Month 7:45 a.m. (Not January or February)

Jodie Bean* – Chairperson

Cheri Weakly

Kimberle Daniels*

Tony Trujillo*

Darlene Belair

Les Lukacs*

Development Committee – Meets first Wednesday of the Month 7:45 a.m.

Jim Jacobs – Chairperson

Jodie Bean*

Tom Steward*

Joe Peruski*

Façade Grant Committee – Meets as needed 7:45 a.m.

Scott Goocher *– Chairperson

Mary Gail Beneteau

Kimberle Daniels*

Jake LaRoy

George Boyan*

*Board Member