

AGENDA
MONROE DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING
7:45 A.M.
Wednesday, August 17, 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, July 20, 2016 Regular Meeting
- C. Financial Report
 - DDA Revenue and Expenditure Report FY 2015-2016
 - DDA Itemized Expenditure Report FY 2015-2016

3. 2016 – 2017 Work Program

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

Action Requested

- B. DDA Office Report

4. Other Business

- A. East First/Monroe Street Parking Lot
- B. Strategic Plan/External Facilitator

5. Communications

- A. Closed Session

6. Adjournment

Action Requested

Minutes

Monroe Downtown Development Authority
Regular Meeting
Wednesday, July 20, 2016
First Floor Conference Room
Monroe City Hall

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

Roll Call

Present: Chairperson Shaun McGowan, George Boyan, Mayor Robert Clark, Scott Goocher (7:46 a.m.), Scott Kegerreis, Les Lukacs, Joe Peruski, Tom Steward, MacKenzie Swanson (8:02 a.m.), Anthony Trujillo

Guests: Rachel Lazere, Azia Hawthorne-Kastura, Will Keller

Excused: Paula Stanifer

Consent Agenda

- A. Approval of July Agenda
- B. Approval of Minutes of June 15, 2016 DDA meeting
- C. Financial Reports: Revenue and Expenditure, Itemized Expenditure

Motion by Mr. Boyan, seconded by Mr. Lukacs to approve the Consent Agenda
Motion carried unanimously

2015-2016 Work Program

A. Committee Project Status Reports

1. Design Committee - Jodie Stevens

a. Dog Waste Systems –

Motion by McGowan, second by Goocher to approve an additional \$200 for shipping costs.

Motion carried unanimously

- b. Partnership with MCCC – discussion on exact size and number of sculptures.

Motion by Lukacs, second by Boyan to approve \$1,500 for partnership with MCCC for flower sculptures with condition pending to review of design and size information.

Motion carried unanimously.

- c. Bike Racks – Design, costs and recommended locations were discussed.

Motion by Swanson, second by Lukacs to approve purchase of two of the bike style racks (Model BB-FT-EPX) in same bike rack colors for installation at proposed locations.

Motion carried 9 – 1 (Peruski)

- d. Cigarette butt collection – Discussion on locations and willingness of businesses to partner. Follow up contact by DDA with businesses on support and implementation.

Motion by Steward, second by Swanson to spend up to \$700 for cigarette butt collections containers for 6 bars with condition of their partnership to maintain/clean out.

Motion carried 9 – 1 (Lukacs)

- e. Kiosk – Discussion on design, style and further discussion on broader downtown messaging/way finding project.

Motion by Clark, second by Boyan to send back to committee for further analysis and additional examples.

Motion carried unanimously

- f. United Way request –

Motion by Swanson, second by Lukacs not to approve request, but during discussion board recommends partnership with United Way with placement of planter next year.

Motion carried unanimously

- 2. Promotions Committee – Minutes included. Positive comments on success of Wine Crawl event. Update on First Friday and proposed letters to City Administration for use of Altrusa Park, message boards and event times. Supported by Board.
- 3. Development Committee – Minutes included.
- 4. Façade Grant Committee – Minutes included. Goocher provided update on 54 S. Monroe St and 34 S. Monroe St projects
 - a. 8 North Monroe St – Update and applicant request to increase grant amount of \$1,200.00 presented by Goocher. Motion to approve by Goocher, seconded by Lukacs.

Motion carried unanimously.

b. 88 W. Front St – Update presented by Goocher.
Motion and second by Board members to approve proposed repairs to doors as recommended by Historic District Commission and Façade Improvement Grant Committee.

Motion carried unanimously.

B. DDA Office Report – No report.

Other Business

A. Elections

1. Chairperson – Motion to elect Joe Peruski and motion to elect Anthony Trujillo.

Member vote Peruski 6, Trujillo 3, 1 abstain (Kegerreis)

2. Vice Chairperson – Motion to elect Anthony Trujillo.

Member vote 9 – 0, 1 abstain (Kegerreis)

B. Target Market Analysis – Jeff Green presented an update on the City Council approved agreement to contract with Land USA to conduct the TMA for the City. Review the grant received to conduct the TMA and discounted cost to DDA to partner in the project with an associated Downtown Retail Study. Amount is within DDA approved budget. After additional discussion motion by Goocher, second by Lukacs to approve.

Motion carried unanimously

Mayor Clark reviewed the communication included in the DDA packet related to Michigan DDA statute PA 197 of 1975, specifically Sec. 125.1657 related to the powers of the board.

Discussion followed on a DDA strategic plan and the Board responsibility to develop a long term plan. Mayor proposed the DDA board hire an external facilitator to conduct a planning session. There was consensus by the board to explore options. The Mayor will return to the next meeting with names of facilitators to consider.

Communications – Section 125.1657 of PA 197 of 1975 included in packet

Adjournment – Motion to adjourn was made by Steward, second by Swanson after 9:15 am.

Motion carried unanimously

Draft

Monroe Downtown Development Authority 2015-2016 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		
1/14/2016		\$580.00		
1/28/2016		\$609.00		
2/11/2016		\$580.00		
2/25/2016		\$580.00		
3/10/2016		\$580.00		
3/24/2016		\$580.00		
4/7/2016		\$580.00		
4/21/2016		\$580.00		
5/5/2016		\$580.00		
5/19/2016		\$580.00		
6/2/2016		\$580.00		
6/16/2016		\$580.00		
6/30/2016		\$580.00		
				\$548.00
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		

Monroe Downtown Development Authority
2015-2016 Fiscal Year Expenditure Report

1/14/2016		\$35.96		
1/28/2016		\$37.76		
2/11/2016		\$35.96		
2/25/2016		\$35.96		
3/10/2016		\$35.96		
3/24/2016		\$35.96		
4/7/2016		\$35.96		
4/21/2016		\$35.96		
5/5/2016		\$35.96		
5/19/2016		\$35.96		
6/2/2016		\$35.96		
6/16/2016		\$35.96		
6/30/2016		\$35.96		
				\$33.97
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		
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		
1/14/2016		\$8.41		
1/28/2016		\$8.83		
2/11/2016		\$8.41		
2/25/2016		\$8.41		
3/10/2016		\$8.41		
3/24/2016		\$8.41		
4/7/2016		\$8.41		
4/21/2016		\$8.41		
5/5/2016		\$8.41		
5/19/2016		\$8.41		
6/2/2016		\$8.41		
6/16/2016		\$8.41		
6/30/2016		\$8.41		
				\$7.94

Monroe Downtown Development Authority
2015-2016 Fiscal Year Expenditure Report

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		
1/14/2016		\$0.84		
1/28/2016		\$0.88		
2/11/2016		\$0.84		
2/25/2016		\$0.84		
3/10/2016		\$0.84		
3/24/2016		\$0.84		
4/7/2016		\$0.84		
4/21/2016		\$0.84		
5/5/2016		\$0.84		
5/19/2016		\$0.84		
6/2/2016		\$0.84		
6/16/2016		\$0.84		
6/30/2016		\$0.84		
				\$0.43
Unemployment	Budget	Expenditures		Balance
	\$5.00			
Unemployment Expense		\$5.00		
				\$0.00
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		
Staples - cardstock, toner		\$297.05		
				\$26.27
Copies	Budget	Expenditures		Balance

Monroe Downtown Development Authority
2015-2016 Fiscal Year Expenditure Report

	\$100.00			
July		\$0.07		
				\$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			
3/22/2016 Snow removal		\$5,000.00		
				\$15,000.00
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		
Monroe Publishing - 2016 Meeting List		\$62.52		
Façade Postcard mailing		\$144.54		
Washington St. Print - soccer brochures		\$95.00		
				\$6,472.94

Monroe Downtown Development Authority
2015-2016 Fiscal Year Expenditure Report

Insurance Premium	Budget	Expenditures		Balance
	\$932.00			
Monthly P&L Insurance - July		\$77.67		
Monthly P&L Insurance - August		\$77.67		
Monthly P&L Insurance - September		\$77.67		
Monthly P&L Insurance - October		\$77.67		
Monthly P&L Insurance - November		\$77.67		
Monthly P&L Insurance - December		\$77.67		
Monthly P&L Insurance - January		\$77.67		
Monthly P&L Insurance - February		\$77.67		
Monthly P&L Insurance - March		\$77.67		
Monthly P&L Insurance - April		\$77.67		
Monthly P&L Insurance - May		\$77.67		
Monthly P&L Insurance - June		\$77.67		
				-\$0.04
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		
Mileage to St. John's Inn Four Star		\$44.85		
Monroe Publishing Co - brochures (partial)		\$300.00		
Washington St. Printers - parking brochures		\$180.00		
				\$275.50
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		
Bronners (2 soldiers, mini trees) (partial)		\$4,000.00		

Monroe Downtown Development Authority
2015-2016 Fiscal Year Expenditure Report

Four Star Greenhouse (spring flowers)		\$1,336.99		
				\$2,059.60
Promotion Committee - 955.040	Budget	Expenditures		Balance
	\$8,000.00			
Balloons for wine crawl		\$63.60		
Hadrou - Website deposit		\$1,500.00		
Hadrou - Website		\$1,700.00		
Lamour Printing - flyers, posters Flea Market		\$55.00		
Bronners (2 soldiers, mini trees) (partial)		\$1,000.00		
Fifth/Third Bank - fb posts flea market		\$14.00		
Hohman Promotions - wine glasses		\$878.32		
Monroe Publishing - flea market ad		\$515.88		
Monroe Publishing - brochures (partial)		\$897.65		
Wine crawl bracelets		\$34.53		
Large ID holders/wine crawl		\$330.00		
Lanyards/wine crawl		\$655.28		
				\$355.74
Transfer Out Debt Service	Budget	Expenditures		Balance
	\$92,182.00			
Bond Payment		\$28,590.62		
Bond Payment		\$63,590.63		
				\$0.75
Transfer Out Capital Project	Budget	Expenditures		Balance
	\$40,000.00			
				\$40,000.00
Total	\$279,031.31	\$142,372.23		\$136,659.08

DDA Promotions Committee Minutes

August 2, 2016 7:45 a.m. Monroe City Hall, 2nd Floor Conference Room

Attendance:

P Mary Gail, Chairperson

P Janet

P Amanda

E Shawn

P Paula Stanifer, Staff

Guests: Chip Williams (new business owner), Laurie from Monroe County Chamber, Rachel Lazare, Mackenzie Swanson

Meeting was called to order by Mary Gail at 7:45 a.m.

Project Status:

Wine Crawl Update: Mary Gail and Paula reported that everything went well – no big glitches. Janet suggested more rinse stations. There is interest in a second event but would need another non-profit group to facilitate a second event. Rachel noted that her business did not have a lot of attendees since she was at the farthest distance from the center of downtown. It was noted that many attendees did not make it to all the stops – they took their time and enjoyed the event. The committee will revisit plans for 2017.

Outdoor Advertising: Nothing new to report

Tree Lighting: Mary Gail reported that she contacted John Patterson regarding planning the entertainment for the tree lighting and he will do it again this year. Discussion with Laurie from the Chamber regarding the Holiday Parade – time set at 3 p.m. Paperwork for Council will be ready to go at the next meeting after confirmation of entertainment and parade times. Mary Gail will contact carriage ride company.

First Friday: Rachel had the flyer/ printed guide for the August 5th event – available at Altrusa park check-in point. Rachel provided Facebook boost numbers – 90% mobile use/10% computer. Amanda requested that the First Friday Committee provide planning/schedule further out on the calendar (at least a quarter out) or at least the next month's details be already set and disseminated at the current event for people to have time to plan to come. Amanda suggested a QR code for each event with each event's own landing page. Rachel mentioned that it is hard to get businesses to commit early. Paula suggested that individual business names be removed from the flyer. Since this is a DDA sponsored event, all businesses are included and listing names excludes some. Each business is encouraged to do their own promotion and can advertise their own perk for that night. A special meeting specific to First Friday events is scheduled for Thursday, August 11, 2016 at 7:45 a.m. at Monroe City Hall 2nd Floor.

Meeting adjourned at 8:15 a.m. (Motion by Janet, seconded by Amanda – motion passed)
Meeting minutes submitted by Janet Berns