

# Minutes

**Monroe Downtown Development Authority  
Regular Meeting  
Wednesday, May 18, 2016  
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, Scott Goocher, Les Lukacs (left at 9:15 a.m.), Joe Peruski, Jodie Bean (arrived at 7:55 a.m.), Tom Steward, Mackenzie Swanson (arrived at 7:48 a.m.), Anthony Trujillo  
Excused: Kimberle Daniels  
Absent: George Boyan  
Guests: Janet Berns (left at 9:24 a.m.)  
Staff: Paula Stanifer (left at 9:24 a.m.)

## **2. Consent Agenda**

- A. Approval of May Agenda
- B. Approval of Minutes of April 20, 2016 DDA meeting
- C. Financial Reports: Revenue and Expenditure, Itemized Expenditure

Motion by Mr. Goocher, seconded by Mr. Peruski to approve the Consent Agenda.  
*Motion carried unanimously.*

## **3. 2015-2016 Work Program**

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

- 1. Design Committee – Jodie Stevens
  - Ms. Bean and Mr. Trujillo will pick up the flowers Friday. DDA members are to meet at 7:30 a.m. to distribute to planters. Mums will stay in the center. All pots are ready to plant thanks to Ms. Bean.
  - There will be a community art project at the Flea Market.
  - Adding bikes racks was discussed. Ms. Stanifer and Mayor Clark will look into the bike racks being added on North Monroe Street.
  - Dog bag stations were discussed.
  - Sign/kiosk for map of Downtown was discussed. Tabled until cost comes in.
  - Mayor Clark asked about a plate when walking out of the Riverwalk with street names. (On reverse side of “Riverwalk” signs.)

Motion by Ms. Bean to spend up to \$1,500 on three dog bag stations, seconded by Mr. Lukacs.  
*Motion carried unanimously.*

Motion by Mr. Peruski to pay Four Star Greenhouse for our spring flowers in the amount of \$1,336.99, seconded by Mr. Lukacs.  
*Motion carried unanimously.*

2. Promotions Committee – Mary Gail Beneteau
  - Flea Market is growing. Currently there are 60 vendors.
  - Billboard adverting was discussed; promoting Downtown as well as an opportunity for small businesses to participate in a type of advertising not usually affordable for them. Ms. Stanifer presented the cost of billboards on Telegraph facing North and South to direct visitors to Downtown Monroe. Discussed billboards on 75 and the pros and cons.
  - First Fridays was discussed concerning one location or multiple locations. Committee encourages businesses to participate. They anticipate asking for street closures, noon start time, entertainment outdoors in the summer, and having maps/flyers available on what is going on. Discussed the need for approval with various committees depending on events, including city council. First Fridays will report to the Promotions Committee. Board would like to see a timeline and details of all events. All promotional material needs to include: Sponsored by the DDA and the DDA logo. Board encouraged committee to keep track of in kind services.

Motion by Mayor Clark to accept the recommendation of the Promotions Committee to provide up to \$2,500 for the year for First Friday events, seconded by Mr. Peruski.  
*Motion carried unanimously.*

3. Development Committee – Jim Jacobs
  - Motion on Façade Reinvestment Grant plaques tabled until samples are provided.
4. Façade Grant Committee – Scott Goocher
  - Mayor Clark asked for updates on current facades. Ms. Stanifer has met with five out of the six grant applicants. She is waiting to hear back from the builder on the sixth one.

#### **B. DDA Office Report**

- Flea market applications are coming in steadily.
- Website training and updating are currently taking place.

#### **4. Other Business**

Sub committee met and discussed strategic plan. Another meeting is needed. Mr. Lukacs would like to join the committee. Mayor Clark stepped off. Committee is considering conducting a five question survey of businesses. What is the DDA strategic plan? What will Monroe be in 5 years?  
MISHDA grant funding (\$15,000) is available for Residential Target Market Analysis. CDBG funds available are \$10,000. The committee hopes the City can pay the additional \$5,000. A Retail Analysis, in conjunction with a Target Market

Analysis, would cost approximately \$20,000. The DDA would pay this amount. Ms. Berns provided an article from the University of Wisconsin on this topic. It can be found at <http://fyi.uwex.edu/downtown-market-analysis/>

At 9:24 a.m. board went into executive session regarding Administrative Assistant review. Ms. Stanifer was excused. Ms. Berns left.

**5. Communications**

**6. Adjournment**

A motion to adjourn was made by Ms. Bean, supported by Mr. Trujillo at 10:00 a.m.  
*Motion carried unanimously*