

# Minutes

**Monroe Downtown Development Authority  
Regular Meeting  
Wednesday, April 20, 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, George Boyan, Mayor Robert Clark (arrived at 7:49 a.m.), Kimberle Daniels (arrived at 7:55 a.m.), Scott Goocher, Joe Peruski, Jodie Bean, Tom Steward, Mackenzie Swanson (arrived at 7:46 a.m.), Anthony Trujillo  
Excused: Les Lukacs  
Guests: Rachel Lazare  
Staff: Paula Stanifer

## **2. Consent Agenda**

- A. Approval of April Agenda
- B. Approval of Minutes of March 16, 2016 DDA meeting  
Approval of Minutes of April 13, 2016 Special meeting
- C. Financial Reports: Revenue and Expenditure, Itemized Expenditure

Motion by Ms. Bean, 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
  - May 21 – Flower planting beginning at 8:30 in Loranger Square. Mr. Trujillo will pick up the flowers on Friday. Mums are growing back and we will leave those in place.
  - Ms. Bean asked for volunteers for the Design Committee. Mr. Trujillo would like to receive an email reminder about meetings.
- 2. Promotions Committee – Mary Gail Beneteau
  - Flea Market is progressing very well. Many new activities.

3. Development Committee – Jim Jacobs

a. Parking Validation Signs

Motion by Mr. Steward to proceed with Validation signs bolted in back; seconded by Mr. Goocher.

***Motion carried unanimously.***

4. Façade Grant Committee – Scott Goocher

-Mayor Clark would like all façade grant applications to be emailed to the DDA board in a separate packet going forward. Confidentiality was discussed and a reminder not to approach property owners to answer any questions. Bring questions to the board.

a. 115 East Front Street

Motion by Mr. Trujillo to accept the recommendation of the Façade Committee to grant \$5,000 in reimbursement for project at 115 East Front Street; seconded by Ms. Bean.

***Motion carried unanimously.***

b. 138 North Monroe Street

Motion by Ms. Daniels to accept the recommendation of the Façade Committee to grant \$8,900 in reimbursement for project at 138 North Monroe Street without name being a part of permanent structure; seconded by Ms. Bean.

***Motion carried unanimously.***

c. 111 South Macomb Street

Motion by Ms. Daniels to accept the recommendation of the Façade Committee to grant \$1,350 in reimbursement for project at 111 South Macomb Street; seconded by Mr. Boyan.

***Motion carried unanimously.***

d. 88 West Front Street

Action was tabled on this property until more information is received. Board would like a picture of the actual door as well as the manufacturer. Board would also like to review the sign ordinance regarding the historic sign on this building.

e. 42 South Monroe Street

Motion by Ms. Daniels to accept the recommendation of the Façade Committee to grant \$10,000 in reimbursement for project at 42 South Monroe Street; seconded by Ms. Swanson.

***Motion carried unanimously.***

f. 132 East Front Street

Motion by Mayor Clark to accept the recommendation of the Façade Committee to take no action on 132 East Front Street; seconded by Mr. Peruski.

***Motion carried unanimously.***

-Updates on outstanding Façade Reinvestment Grants was given.

-Façade impact from 2004 to present

**B. DDA Office Report**

-Parking Ticket delinquent letters are being sent out this week or next.

-Ms. Stanifer sent a letter to Keith Woodcock for an update on vacant buildings.

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

a. Administrative Assistant Review Committee

-Mr. McGowan asked for a committee to review Administrative Assistant. Committee formed of Mr. Trujillo, Ms. Swanson, Ms. Daniels, Mr. Peruski, and Mr. McGowan

-Committee will meet and report back to the board.

#### **5. Communications**

-Mr. Trujillo would like handicap parking added to the lot next to his café. Item referred to Development Committee.

-Budget was approved by City Council with two amendments. At the DDA special meeting the board added \$25,000 for a Retail Market Analysis. Council amended the budget and added an additional \$25,000 for a total addition of \$50,000. The overall budget changed from \$208,141 to \$263,141. Mayor Clark reported that during the City Council work session, where decisions are not made, council wanted to add \$25,000 additional for an analysis and \$5,000 to promotions for First Fridays. Mr. Ready, City Attorney, was present and reviewed. Council does not have the authority to tell DDA where to spend the money. However, council can increase, decrease, and approve.

Discussion on events and the importance of events being all inclusive of all businesses. Activities should be reviewed by committees. Ms. Swanson would like a subcommittee to the Promotions Committee. Mayor Clark suggested members from First Fridays attend the Promotions meeting and participate.

-Regarding the analysis, Mayor Clark is not sure if the City would be eligible for a MISHDA grant since we are an entitlement community.

-Different opportunities were discussed: Target Market Analysis, Retail Analysis, and Strategic Plan. The DDA needs to move forward in obtaining information. Perhaps someone can come in and assist in writing a strategic plan. It is the board's choice on how we spend the additional funds.

-A Strategic Planning Committee was formed of Mayor Clark, Ms. Swanson, Ms. Bean, Mr. Trujillo, and Mr. Peruski.

#### **6. Adjournment**

A motion to adjourn was made by Ms. Bean, supported by Mr. Steward at 9:37 a.m.

*Motion carried unanimously*