

# Minutes

**Monroe Downtown Development Authority  
Regular Meeting  
Wednesday, January 21, 2016  
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, Scott Goocher, Joe Peruski (arrived at 7:49 a.m.), Tom Steward, Anthony Trujillo (arrived at 7:47 a.m.)  
Excused: Les Lukacs, Jodie Bean  
Guests: Ed Sell (arrived at 8:30 a.m. Left at 8:56 a.m.), Jody Egan  
Staff: Paula Stanifer

## **2. Consent Agenda**

- A. Approval of January Agenda
- B. Approval of Minutes of December 16, 2015 DDA meeting
- C. Financial Reports: Revenue and Expenditure, Itemized Expenditure

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

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

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

- 1. Design Committee – Jodie Stevens
  - Decorations are being taken down this Saturday, January 23 at 8:00 a.m. We will meet at the garage in the alley near City Hall. Everyone’s help is appreciated.
- 2. Promotions Committee – Mary Gail Beneteau
  - Committee is expanding the flea market to include Bounce Houses and art. Ideas are welcome if you would like to champion an event/area.
  - Mr. Trujillo wants the wine crawl expanded to include more businesses and more people. He feels we can get more volunteers to help.  
This was referred back to the Promotions Committee to discuss again.

3. Development Committee – Jim Jacobs
  - Mayor Clark discussed past parking ticket violators and a new program to collect past due monies. There will be a joint meeting with Ms. LaVoy, the City Attorney, police department, and the DDA director to discuss a new plan of action.
  
  - Mr. Peruski inquired about calling in for a committee meeting when he is out of town. Mayor Clark will check on the issue of quorum.
  
  - Mayor Clark reported that the Development Committee is checking on locations of garbage cans and where new ones are needed.
4. Façade Grant Committee – Scott Goocher
  - Postcards will be sent out within the next 10 days to all property owners notifying them of our Façade Reinvestment Grant Program.

**B. DDA Office Report**

- Ms. Stanifer has had a few meetings with our website design team.
- A list of all committees and its members along with meeting times was included in the packet. It is important that people attend their committee meeting so there is quorum.

**4. Other Business**

**a. Goals and Objectives**

- Ideas for the next few years included cameras and lighting on the Riverwalk, painting lampposts, replacing globes and transitioning to Led lights, Alleyscape, North Monroe Street work, South Monroe Street work.
  
- Perhaps some of these items can be funded using GoFundMe.

**5. Communications**

- Mayor Clark reported that Mackenzie Swanson from Serendipitous will be filling the unexpired term on the board. Her term will end June 30, 2018.
  
- Ed Sell, Director of Finance, discussed the DDA finances, budget, and fund balance.
  
- The Alleyscape project will be presented to City Council within the next month. Ms. Stanifer will notify members when the date has been set.

**6. Adjournment**

A motion to adjourn was made by Mayor Clark, supported by Mr. Boyan at 8:58 a.m.  
*Motion carried unanimously*