

Minutes

**Monroe Downtown Development Authority
Regular Meeting
Wednesday, January 18, 2017
First Floor Conference Room
Monroe City Hall**

Chairperson Joe Peruski called the meeting to order at 7:45 a.m.

1. Roll Call

Present: Chairperson Joe Peruski, George Boyan, Mayor Robert Clark, Scott Goocher, Scott Kegerreis, Shaun McGowan, Tom Steward, Mackenzie Swanson (arrived 7:55 a.m.)
Excused: Les Lukacs
Unexcused: Anthony Trujillo
Guests: Chris Kull – Bicentennial Alliance, Grayson Bacarella – Middle College
Staff: Paula Stanifer, Vince Pastue (left 8:36 a.m.)

2. Consent Agenda

- A. Approval of January Agenda
- B. Approval of Minutes of November 16, 2016 DDA meeting
Approval of Minutes of November 15, 2016 DDA Special Meeting
Approval of Minutes of December 6, 2016 Strategic Planning Meeting
- C. Financial Reports: Revenue and Expenditure, Itemized Expenditure

Motion by Mr. Goocher to approve Consent Agenda; seconded by Mr. McGowan.
Motion carried unanimously.

3. 2016-2017 Work Program

A. Chairperson's Comments

-Joe Borgstrom is ready to meet regarding DDA and Community SWOT Analysis. An email will be sent regarding dates.

B. Committee Project Status Reports

1. Design Committee –

-Bicentennial Banners were discussed. We need a letter along with the appropriate application which should answer questions of the Board. Two requests for Bicentennial banners have been received and it does not appear to be the same group. The museum has requested six (6) banners in front of the museum for a limited time. Ms. Stanifer to contact Bill Saul for more information.

-United Way reimbursement – Improvements have been made. In the future, we will need a better idea of matching funds before agreeing.

Motion by Mayor Clark, seconded by Mr. McGowan, to reimburse United Way \$500 for landscaping work.

Motion carried unanimously.

-Christmas decorations – Continuation of Design Committee 5-year Christmas decoration plan was reviewed.

Motion by Mr. McGowan, seconded by Mr. Boyan, to purchase additional Christmas decorations in the amount of \$5,000 to continue with Design 5-year plan.

Motion carried unanimously.

-Mr. Lukacs has resigned as chairperson, therefore, a new chairperson is needed for the Design Committee. Mr. Peruski also reminded Board Members that they need to be on a committee as well.

-Christmas decorations will be taken down on Saturday, January 28 beginning at 8:00 a.m. Ms. Stanifer will send an email to encourage volunteers.

2. Promotions Committee – Mary Gail Beneteau

-DMBN Parking Promotion – Reviewed Memo in packet. No meeting/recommendation due to no quorum and fire Downtown.

Motion by Mr. McGowan, seconded by Mr. Boyan, to partner with DMBN on parking gift certificate giveaway during December in the amount of \$100.

Tie 4-4 (Mayor Clark, Kegerreis, Steward, Swanson opposed)

3. Development Committee – Jim Jacobs

-“Parking Validation Available” signs - Reviewed Memo regarding signs.

Motion by Mr. Kegerreis, seconded by Ms. Swanson, to move forward with the Parking Signs at a cost of \$20 each, for 24 signs.

Motion carried unanimously.

4. Façade Grant Committee – Scott Goocher

-Postcards were mailed last week and should arrive this week.

C. DDA Office Report

-Year-end financial report was distributed along with a newspaper from 2004 entitled Imagine Monroe County.

4. Other Business

5. Communications

-Ms. Kull brought awareness of the City and State bicentennial celebration over the next year. Events will be published in magazine form and distributed in March.

-Mr. Pastue announced City Council approved a DDA/Community Development Position. He is looking for an intergovernmental agreement of \$10,000 or \$20,000 from the DDA to fund for the 2017-2018 year to support the position. Mr. Peruski will sit on the panel as candidates are interviewed. This position is in addition to Ms. Stanifer’s part-time position.

6. Board Member Comments/Guest Comments

Mr. McGowan – Wished everyone Happy New year. He likes the new Christmas decorations.

Ms. Swanson – Will try to get volunteers for Christmas decoration take down. She may ask Rachel to be Design Committee chairperson.

Mr. Bacarella – Thanked the group for allowing him to attend. He is learning more about the City each time.

Mayor Clark – City Council reviewed medical marijuana policy and land use. Should it be residential? Commercial? Downtown? Awareness and understanding needed.

Mr. Goocher – Hopes everyone has a prosperous year.

Mr. Kegerreis – Happy “old” year.

7. Adjournment

A motion to adjourn was made by Mr. McGowan, supported by Ms. Swanson at 8:40 a.m.

Motion carried unanimously