

# MONROE

DOWNTOWN  
DEVELOPMENT AUTHORITY

**AGENDA**  
**REGULAR MEETING**

**Wednesday, October 17, 2018, 8:00 A.M.**  
**CITY HALL, 3RD FLOOR CONFERENCE ROOM, 120 E. FIRST ST.**

1. **Roll Call**
2. **Vision Statement** (2 minutes)
3. **Additions/Deletions to the Meeting Agenda** (1 minute)
4. **Public Comment** (2 minutes per individual)
5. **Consent Agenda** (2 minutes) **Action Requested**
  - A. Approval of Agenda
  - B. Approval of Minutes
    - i. Wednesday, August 29, 2018 Work Session
  - C. Financial Reports
    - i. September, DDA Revenue and Expenditure Report FY 2018-2019
    - ii. September, DDA Itemized Expenditure Report FY 2018-2019
  - D. Graphic Design Services - Acceptance of Proposal from New Moon Visions
6. **New Business**
  - A. Holiday Decorations in Flower Planters (5 minutes) - Trujillo/Knowles
  - B. Upper Floor Conversion Case Study Program Description and Request for Proposals (10 minutes) - Peruski/Lukacs
  - C. Streetscape Design Guidelines - Scope of Work (10 minutes) - Lukacs/Knowles
  - D. Fiscal Year 2019-2020 Work Planning - Part 1 (30 minutes) - Review of Current Plans and Obligations, Review of Projects in Downtown Master Plan - HANDOUTS AT MEETING
7. **Other Business**
  - A. Work Plan Updates (20 minutes)
8. **Communications**
  - A. Downtown Monroe Business Network (DMBN) Announcements (1 minute)
  - B. Correspondence from DMBN
9. **Board Member and Administrative Comments**
10. **Adjournment** **Action Requested**

# *Vision Statement*

In 2027, Downtown Monroe will be a state- and nationally-recognized vibrant and walkable downtown. The storefronts and upper floors are occupied and attract residents to shop and dine locally. It is the preferred downtown in the region for young and successful professionals and retired baby boomers to reside.

The Downtown Monroe retailers and restaurants combine into a lively shopping and entertainment district with an active nightlife. They leverage technology to augment their storefront sales online and to promote their businesses to the community and others in the region.

All historic downtown buildings have made improvements from facade renovations, new signage, and outdoor seating. Empty lots and underused properties are revitalized with productive real estate contributing to the tax base, creating jobs and places to live.

The downtown is connected by an attractive, functional streetscape that is welcoming to pedestrians and non-motorized modes of transportation. The downtown has created greater connection to major employers, education institute and other attractions in the area such as the River Raisin, National and State Parks, and the Center for the Arts.

# Minutes

**Monroe Downtown Development Authority**  
**Work Session**  
**Wednesday, August 29, 2018**  
**Third Floor Conference Room**  
**Monroe City Hall**

Chairperson Peruski called the meeting to order at 8:16 a.m. The Vision Statement was read by Mayor Clark before a quorum was present.

## **1. Roll Call**

Present: Mayor Robert Clark, Scott Goocher, Les Lukacs, Joe Peruski, Anthony Trujillo (8:45a.m.), Chip Williams  
Absent: George Boyan, Scott Kegerreis, Mackenzie Swanson  
Guests: Jim Jacobs, Mary Gail Beneteau, Brian Beneteau  
Staff: Annette Knowles, Jeff Green

## **2. Public Comments**

Jim Jacobs, Mary Gail Beneteau and Brian Beneteau all expressed their involvement in, prior use of, or support for the façade program.

## **3. Façade Program Review, Brainstorm and Prioritization Exercises**

Knowles recapitulated the reasons for hosting the work session. The board in its strategic plan from 2017 included a revision to the program. Knowles commented that the DDA enabling legislation gives the DDA broader powers; however, any program revision should include a legal review. Invitees included selected stakeholders that have used the program, staff who review projects and façade committee members.

A discussion was held concerning the program in its current form. It has contributed to progress in the downtown and has had visible results, while raising standards. It demonstrates the importance of historic preservation and maintenance. It complements city requirements, while remaining simple for applicants. Demand for the program exists; it makes owners want to invest. Lastly, the process and expectations are clear.

A discussion was held concerning what changes might help the program evolve to meet current needs. Keeping the basis of façade improvements was discussed, but moving past the front door for eligible expenses. Ideas were: asbestos abatement, financial qualifications, demolition, roof replacement, requiring a return on investment, closing financing gap (currently, improvements cost more than the value of the property after the work; help with capital stack), \$10,000 maximum is insufficient (a maximum of \$20,000

would be more impactful), interior work (mechanical, electrical upgrades, utility, load-bearing floors, building shell), connections between buildings to combine properties, ADA improvements, fire separation or suppression, keeping the reimbursement at the end, elevators, design assistance, add committee members/revise committee makeup to include a building official, contractors, architects, design professionals, infill projects, adding the easement agreement.

Trujillo entered the meeting.

Lastly, a discussion was held concerning the board's priorities in moving forward. It is important to give clear direction to the Committee. In regard to process, the board members present would like to entertain applicants who are financially-qualified and that are held to milestone dates. The review should be priority-based. A legal agreement shall be required. The committee composition should be expanded. The application process will be two-phased, first with a predevelopment meeting. The program should be a last resort; other funding opportunities should be explored. A program title could be Building Reinvestment.

Under eligible improvements, the board members present would like to add: roof replacement, elevators, interior work (mechanical, electrical, utility, load-bearing floors, the interior shell), fire separation or suppression, ADA improvements and connections between buildings. Knowles will investigate asbestos abatement funds available from the Downriver Community Conference to determine if a referral would be sufficient.

#### **4. Board Member Comments/Administrative Guest Comments**

None

#### **5. Adjournment**

Motion to adjourn by Williams, seconded by Lukacs at 9:52 a.m. ***Motion carried unanimously.***

10/08/2018 09:47 AM  
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REVENUE AND EXPENDITURE REPORT FOR CITY OF MONROE

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PERIOD ENDING 09/30/2018

		YTD BALANCE	ACTIVITY FOR	AVAILABLE
		2018-19	09/30/2018	09/30/2018
GL NUMBER	DESCRIPTION	AMENDED BUDGET MAL	(ABNORMAL) ASE	(DECREASE) MAL
BALANCE (ABNORMAL)				
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY				
Revenues				
Dept 80.100 - GENERAL REVENUE				
751-80.100-665.005	INTEREST ON INVESTMENTS	7,500.00	2,622.81	848.42
				4,877.19
Total Dept 80.100 - GENERAL REVENUE		7,500.00	2,622.81	848.42
				4,877.19
Dept 80.600 - GENERAL REVENUE				
751-80.600-402.000	REAL PROPERTY TAXES	235,490.00	0.00	0.00
751-80.600-410.000	PERSONAL PROPERTY TAXES	(34,662.00)	0.00	0.00
751-80.600-573.000	LCSA APPROPRIATION/PPT EXEMPT RI	19,500.00	0.00	0.00
751-80.600-692.090	MISCELLANEOUS REVENUE	3,000.00	0.00	0.00
				3,000.00
Total Dept 80.600 - GENERAL REVENUE		223,328.00	0.00	0.00
				223,328.00
TOTAL REVENUES		230,828.00	2,622.81	848.42
				228,205.19
Expenditures				
Dept 65.691 - DOWNTOWN DEVELOPMENT				
751-65.691-703.000	PART TIME SALARIES & WAGES	22,000.00	3,836.80	1,456.80
751-65.691-717.000	SOCIAL SECURITY	1,320.00	237.88	90.32
751-65.691-717.005	MEDICARE	320.00	55.64	21.13
751-65.691-718.010	WORKERS' COMP INSURANCE	21.00	3.99	1.39
751-65.691-727.000	OFFICE SUPPLIES	500.00	72.98	36.49
751-65.691-728.000	COPIES	100.00	0.00	0.00
751-65.691-730.000	POSTAGE	500.00	0.00	0.00
751-65.691-750.075	SEASONAL DECORATIONS-DDA	5,000.00	0.00	0.00
751-65.691-818.010	AUDIT SERVICES	1,500.00	0.00	0.00
751-65.691-818.020	GENERAL CONTRACT SERVICES	115,000.00	0.00	0.00
751-65.691-818.020-19R0100000	GENERAL CONTRACT SERVICES	45,000.00	2,046.48	0.00
751-65.691-818.080	FACADE IMPROVEMENTS	10,000.00	0.00	0.00
751-65.691-860.000	TRAINING & TRAVEL	1,400.00	175.00	160.00
751-65.691-880.000	COMMUNITY PROMOTION	15,450.00	1,890.64	484.71
751-65.691-905.000	PUBLISHING/ADVERTISING	300.00	0.00	0.00
751-65.691-910.000	INSURANCE PREMIUM	500.00	251.25	83.75
751-65.691-934.751	REPAIR AND MAINTENANCE-DDA	15,000.00	0.00	0.00
751-65.691-955.000	MISCELLANEOUS EXPENSE	800.00	0.00	0.00
751-65.691-958.000	MEMBERSHIPS & DUES	600.00	200.00	200.00
751-65.691-999.101	TRANSFER OUT-GENERAL	20,000.00	0.00	0.00
751-65.691-999.301	TRANSFER OUT-DEBT SERVICE	113,994.00	0.00	0.00
				113,994.00
Total Dept 65.691 - DOWNTOWN DEVELOPMENT		369,305.00	8,770.66	2,534.59
				360,534.34
TOTAL EXPENDITURES		369,305.00	8,770.66	2,534.59
				360,534.34
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY:				
TOTAL REVENUES		230,828.00	2,622.81	848.42
TOTAL EXPENDITURES		369,305.00	8,770.66	2,534.59
NET OF REVENUES & EXPENDITURES		(138,477.00)	(6,147.85)	(1,686.17)
BEG. FUND BALANCE		521,660.71	521,660.71	
NET OF REVENUES/EXPENDITURES - 2017-18			(35,870.00)	
END FUND BALANCE		383,183.71	479,642.86	
				(35,870.00)

10/08/2018 09:48 AM

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## GL ACTIVITY REPORT FOR CITY OF MONROE

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TRANSACTIONS FROM 09/01/2018 TO 09/30/2018

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 751 DOWNTOWN DEVELOPMENT AUTHORITY							
09/01/2018			<b>751-00.000-005.000 COOP LIQUID ASSET SEC SYS</b>	BEG. BALANCE			481,252.62
09/06/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20719		1,000.00	480,252.62
09/28/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20812		2,000.00	478,252.62
09/30/2018	GJ	JE	MICHIGAN CLASS INTEREST - SEPT 2018	20813	858.07		479,110.69
09/30/2018			751-00.000-005.000	END BALANCE	858.07	3,000.00	479,110.69
09/01/2018			<b>751-00.000-007.000 AUTOMATED PUBLIC FUNDS</b>	BEG. BALANCE			76.41
09/01/2018	GJ		MONTHLY P&L INSURANCE PREMIUM	20656		83.75	(7.34)
09/06/2018	PR	CHK	SUMMARY PR 09/06/2018			732.67	(740.01)
09/06/2018	CD	VOID	RUHLIG FARMS LLC	55503	2,400.00		1,659.99
09/06/2018	CD	CHK	SUMMARY CD 09/06/2018			2,600.00	(940.01)
09/06/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20719	1,000.00		59.99
09/13/2018	GJ	JE	5/3 SERVICE FEES - AUG 2018	20768		9.65	50.34
09/18/2018	CD	CHK	SUMMARY CD 09/18/2018			160.00	(109.66)
09/18/2018	CD	CHK	SUMMARY CD 09/18/2018			521.20	(630.86)
09/20/2018	PR	CHK	SUMMARY PR 09/20/2018			836.97	(1,467.83)
09/28/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20812	2,000.00		532.17
09/30/2018			751-00.000-007.000	END BALANCE	5,400.00	4,944.24	532.17
09/01/2018			<b>751-00.000-202.000 ACCOUNTS PAYABLE</b>	BEG. BALANCE			0.00
09/05/2018	AP	INV	MICHIGAN DOWNTOWN ASSOCIATION	2099		200.00	(200.00)
			KNOWLES ANNUAL MEMBERSHIP				
09/06/2018	CD	VOID	RUHLIG FARMS LLC	55503		2,400.00	(2,600.00)
09/06/2018	CD	CHK	SUMMARY CD 09/06/2018		2,600.00		0.00
09/17/2018	AP	INV	MICHIGAN DOWNTOWN ASSOCIATION	E1666		160.00	(160.00)
			ANNUAL STATEWIDE CONFERENCE				
09/17/2018	AP	INV	FIFTH THIRD BANK	08/18/2018		26.49	(186.49)
			ADOBE SUBSCRIPTION.				
09/17/2018	AP	INV	FIFTH THIRD BANK	08/17/2018		22.37	(208.86)
			DMP GATHERING COFFEE				
09/17/2018	AP	INV	FIFTH THIRD BANK	08/02/2018		395.00	(603.86)
			MASTER PLAN BROCHURES				
09/17/2018	AP	INV	FIFTH THIRD BANK	08/01/2018		10.00	(613.86)
			EMAIL SUBSCRIPTION				
09/17/2018	AP	INV	FIFTH THIRD BANK	07/30/2018		67.34	(681.20)
			DDA MAILING SUPPLIES, LABELS & ENVEL				
09/18/2018	CD	CHK	SUMMARY CD 09/18/2018		160.00		(521.20)
09/18/2018	CD	CHK	SUMMARY CD 09/18/2018		521.20		0.00
09/30/2018			751-00.000-202.000	END BALANCE	3,281.20	3,281.20	0.00
09/01/2018			<b>751-65.691-703.000 PART TIME SALARIES &amp; WAGES</b>	BEG. BALANCE			2,380.00
09/06/2018	PR	CHK	SUMMARY PR 09/06/2018		680.00		3,060.00
09/20/2018	PR	CHK	SUMMARY PR 09/20/2018		776.80		3,836.80
09/30/2018			751-65.691-703.000	END BALANCE	1,456.80	0.00	3,836.80
09/01/2018			<b>751-65.691-717.000 SOCIAL SECURITY</b>	BEG. BALANCE			147.56
09/06/2018	PR	CHK	SUMMARY PR 09/06/2018		42.16		189.72
09/20/2018	PR	CHK	SUMMARY PR 09/20/2018		48.16		237.88
09/30/2018			751-65.691-717.000	END BALANCE	90.32	0.00	237.88
09/01/2018			<b>751-65.691-717.005 MEDICARE</b>	BEG. BALANCE			34.51
09/06/2018	PR	CHK	SUMMARY PR 09/06/2018		9.86		44.37
09/20/2018	PR	CHK	SUMMARY PR 09/20/2018		11.27		55.64
09/30/2018			751-65.691-717.005	END BALANCE	21.13	0.00	55.64
09/01/2018			<b>751-65.691-718.010 WORKERS' COMP INSURANCE</b>	BEG. BALANCE			2.60
09/06/2018	PR	CHK	SUMMARY PR 09/06/2018		0.65		3.25
09/20/2018	PR	CHK	SUMMARY PR 09/20/2018		0.74		3.99
09/30/2018			751-65.691-718.010	END BALANCE	1.39	0.00	3.99
09/01/2018			<b>751-65.691-727.000 OFFICE SUPPLIES</b>	BEG. BALANCE			36.49

## TRANSACTIONS FROM 09/01/2018 TO 09/30/2018

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
<b>751-65.691-727.000 OFFICE SUPPLIES</b>					(Continued)		
09/17/2018	AP	INV	FIFTH THIRD BANK	08/18/2018	26.49		62.98
09/17/2018	AP	INV	ADOBE SUBSCRIPTION.				
09/17/2018	AP	INV	FIFTH THIRD BANK	08/01/2018	10.00		72.98
09/30/2018			EMAIL SUBSCRIPTION				
09/30/2018			751-65.691-727.000	END BALANCE	36.49	0.00	72.98
<b>751-65.691-860.000 TRAINING &amp; TRAVEL</b>							
09/01/2018					BEG. BALANCE		15.00
09/17/2018	AP	INV	MICHIGAN DOWNTOWN ASSOCIATION	E1666	160.00		175.00
09/30/2018			ANNUAL STATEWIDE CONFERENCE				
09/30/2018			751-65.691-860.000	END BALANCE	160.00	0.00	175.00
<b>751-65.691-880.000 COMMUNITY PROMOTION</b>							
09/01/2018					BEG. BALANCE		1,405.93
09/17/2018	AP	INV	FIFTH THIRD BANK	08/17/2018	22.37		1,428.30
09/17/2018	AP	INV	DMP GATHERING COFFEE				
09/17/2018	AP	INV	FIFTH THIRD BANK	08/02/2018	395.00		1,823.30
09/17/2018	AP	INV	MASTER PLAN BROCHURES				
09/17/2018	AP	INV	FIFTH THIRD BANK	07/30/2018	67.34		1,890.64
09/30/2018			DDA MAILING SUPPLIES, LABELS & ENVEL				
09/30/2018			751-65.691-880.000	END BALANCE	484.71	0.00	1,890.64
<b>751-65.691-910.000 INSURANCE PREMIUM</b>							
09/01/2018					BEG. BALANCE		167.50
09/01/2018	GJ		MONTHLY P&L INSURANCE PREMIUM	20656	83.75		251.25
09/30/2018			751-65.691-910.000	END BALANCE	83.75	0.00	251.25
<b>751-65.691-958.000 MEMBERSHIPS &amp; DUES</b>							
09/01/2018					BEG. BALANCE		0.00
09/05/2018	AP	INV	MICHIGAN DOWNTOWN ASSOCIATION	2099	200.00		200.00
09/30/2018			KNOWLES ANNUAL MEMBERSHIP				
09/30/2018			751-65.691-958.000	END BALANCE	200.00	0.00	200.00
<b>751-80.100-665.005 INTEREST ON INVESTMENTS</b>							
09/01/2018					BEG. BALANCE		(1,774.39)
09/13/2018	GJ	JE	5/3 SERVICE FEES - AUG 2018	20768	9.65		(1,764.74)
09/30/2018	GJ	JE	MICHIGAN CLASS INTEREST - SEPT 2018	20813		858.07	(2,622.81)
09/30/2018			751-80.100-665.005	END BALANCE	9.65	858.07	(2,622.81)
GRAND TOTALS:					12,083.51	12,083.51	483,744.23

Monroe Downtown Development Authority  
2018-2019 Fiscal Year Expenditure Report

<b>Part Time Salaries</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$22,000.00			
7/12/2018		\$340.00		
7/26/2018		\$680.00		
8/9/2018		\$680.00		
8/23/2018		\$680.00		
9/6/2018		\$680.00		
9/20/2018		\$776.80		
				\$18,163.20
<b>Social Security</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$1,320.00			
7/12/2018		\$21.08		
7/26/2018		\$42.16		
8/9/2018		\$42.16		
8/23/2018		\$42.16		
9/6/2018		\$42.16		
9/20/2018		\$48.16		
				\$1,082.12
<b>Medicare</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$320.00			
7/12/2018		\$4.93		
7/26/2018		\$9.86		
8/9/2018		\$9.86		
8/23/2018		\$9.86		
9/6/2018		\$9.86		
9/20/2018		\$11.27		
				\$264.36
<b>Workers Comp Insurance</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$21.00			
7/12/2018		\$0.65		
7/26/2018		\$0.65		
8/9/2018		\$0.65		
8/23/2018		\$0.65		



Monroe Downtown Development Authority  
2018-2019 Fiscal Year Expenditure Report

9/6/2018		\$0.65		
9/20/2018		\$0.74		
				<b>\$17.01</b>
<b>Office Supplies - 727.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$500.00			
Adobe		\$26.49		
Email subscription		\$10.00		
Adobe		\$26.49		
Email subscription		\$10.00		
				<b>\$427.02</b>
<b>Copies</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$100.00			
				<b>\$100.00</b>
<b>Postage</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$500.00			
				<b>\$500.00</b>
<b>Seasonal Decorations - 750.075</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$5,000.00			
				<b>\$5,000.00</b>
<b>Audit Services</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$1,500.00			

Monroe Downtown Development Authority  
2018-2019 Fiscal Year Expenditure Report

				<b>\$1,500.00</b>
<b>General Contract Services - 818.020</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$160,000.00			
Russell Design - Riverwalk		\$2,046.48		
				<b>\$157,953.52</b>
<b>Façade Improvements - 818.080</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$10,000.00			
				<b>\$10,000.00</b>
<b>Training &amp; Travel - 860.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$1,400.00			
Parking Fee		\$15.00		
MI Downtown Assoc Statewide Conference		\$160.00		
				<b>\$1,225.00</b>
<b>Community &amp; Promotion 880.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$15,450.00			
RR Nat'l Guidebook		\$300.00		
MPACT		\$162.50		
Monroe News design for brochure		\$75.00		
Monroe News - Master Plan cards		\$508.19		
Web Hosting		\$275.00		
Marking Chalk		\$85.24		
DMP Gathering Coffee		\$22.37		
Master Plan Brochures		\$395.00		
Mailing supplies, labels, envelopes		\$67.34		

Monroe Downtown Development Authority  
2018-2019 Fiscal Year Expenditure Report

				<b>\$13,559.36</b>
<b>Publishing/Advertising 905.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$300.00			
				<b>\$300.00</b>
<b>Insurance Premium</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$500.00			
Monthly P&L		\$83.75		
Monthly P&L		\$83.75		
Monthly P&L		\$83.75		
				<b>\$248.75</b>
<b>Repair &amp; Maintenance 934.751</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$15,000.00			
				<b>\$15,000.00</b>
<b>Miscellaneous Expense - 955.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$800.00			
				<b>\$800.00</b>
<b>Dues &amp; Subscriptions - 958.000</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>

Monroe Downtown Development Authority  
2018-2019 Fiscal Year Expenditure Report

	\$600.00			
Michigan Downtown Knowles Annual		\$200.00		
				\$400.00
<b>Transfer Out Debt Service</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$113,994.00			
				\$113,994.00
<b>Transfer Out General</b>	<b>Budget</b>	<b>Expenditures</b>		<b>Balance</b>
	\$20,000.00			
				\$20,000.00
<b>Total</b>	<b>\$369,305.00</b>	<b>\$8,770.66</b>		

## **Memo**

Date: Wednesday, October 10, 2018

To: DDA Board of Directors

From: Annette M. Knowles, Downtown/Economic Development Coordinator *AMK*

Re: GRAPHIC DESIGN SERVICES

### **BACKGROUND**

At the September meeting, the Board discussed the status of the Graphic Design contract. Further discussion resulted in consensus, but no action, that the Board would engage New Moon Visions for Graphic Design Services. We propose that this relationship be effective for the remainder of the initial three-year period as outlined in the issued Request for Qualifications. A representative from New Moon Visions has confirmed that it will honor the fee structure that is submitted during the initial round of consideration.

As a copy of the statement of qualifications was included in the September meeting materials, we will provide it again upon request. For each project, staff will invite the contractor to provide a written estimate before work commences to determine if it is alignment with the budget.

Upcoming projects for which graphic design services will be required include: develop a template for the annual report, develop a template for a direct-mail newsletter, design a holiday co-op piece and design a business recruitment packet.

### **ACTION**

Accept the proposal from New Moon Visions, as provider for Graphic Design Services, for the period October 17, 2018 through February 28, 2021, with fees for services as outlined in its statement of qualifications.

## **Memo**

Date: Wednesday, October 10, 2018

To: DDA Board of Directors

From: Annette M. Knowles, Downtown/Economic Development Coordinator *AMK*

Re: HOLIDAY DECORATIONS IN FLOWER PLANTERS

### **BACKGROUND**

In its 2018-2019 budget, the Board allocated \$5,000 to be utilized for Season Decorations. It was anticipated at the time that the amount would be divided equally between spring and winter decorations, or about \$2,500 for each season, for installations in the sixteen planters that were relocated to gateways and main intersections in Downtown Monroe.

We have contacted Ruhlig Farms, LLC, based out of Carleton, MI, to inquire if it could install winter decorations in the sixteen planters and remain within a budget of \$150 per planter. The original bid from last spring indicated a price of \$200 per planter, to replicate what was installed by the Convention and Tourism Bureau in 2017. A representative from Ruhlig Farms has confirmed that: "We can get it done. I can make them look great by using some things that may be a little more cost effective."

If approved, staff will work with Ruhlig Farms to develop an outstanding winter planter display that remains within budget.

### **ACTION**

Consent to contract with Ruhlig Farms for winter decorations in sixteen planters at a cost not to exceed \$150 per planter.

## Memo

Date: Wednesday, October 10, 2018

To: DDA Board of Directors

From: Annette M. Knowles, Downtown/Economic Development Coordinator *AMK*

Re: UPPER FLOOR CONVERSION CASE STUDY PROGRAM DESCRIPTION AND  
REQUEST FOR PROPOSALS

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### BACKGROUND

Included in the DDA's 2017-2022 Strategic Plan and in the 2018-2019 work plan is a project to provide consultative services to building owners on converting under-used upper floors into residential or office use. The attached program description is intended to pilot such a program as a case study, so that the board may evaluate the effectiveness and interest in providing the service, or a variation thereof, regularly to property owners.

Included with the attachments is a request for proposals to identify an architect or architectural firm to conduct the case study. The amount budgeted for this project is \$10,000; the number of applicants selected will be determined upon the proposals that are received. The application process and the RFP process shall be performed somewhat simultaneously.

Local architects, and those within proximity to Monroe County with federal qualifications, will be directly contacted to invite a proposal for the work.

The project champions are Joe Peruski and Les Lukacs. A small committee will be gathered to select the architect, with a recommendation planned for the January, 2019 meeting of the Board.

### ACTION

Approve Upper Floor Conversion Case Study Program Description and authorize acceptance of proposals for professional architectural services, subject to legal review of the program description.

## **Downtown Monroe**

### **Upper-Floor Conversion Consultative Services**

#### **Pilot Program/Case Study**

##### **Program Summary**

Downtown Monroe has experienced adaptive re-use of the upper floors of its historic buildings, as evidenced by the current presence of over one hundred upper-floor residential rental units in the downtown district. However, more work needs to be done to return vacant or underutilized upper floor space to economic viability. This condition is not unique to Downtown Monroe and largely is attributed to perceived financial and regulatory barriers.

As part of its 2017-2022 Strategic Plan, the Monroe Downtown Development Authority (DDA) identified as an objective a project to help reduce the uncertainty and to reduce the perceived obstacles about upper-floor conversions by providing consultative services to building owners interested in converting under-used upper floors into residential or office use.

This program serves as a pilot to examine the feasibility of an upper-floor conversion of an existing under-used space. The Monroe DDA will facilitate a competitive application process for one qualified property to be evaluated by a preapproved architect. The project will conclude with a case study that will provide evidence for the building owner to move forward with an adaptive reuse project. The Monroe DDA will decide if the pilot program could be sponsored regularly at full or partial cost.

##### **Qualified Buildings/Property Owners**

The upper floor conversion pilot program will assist property owner(s) of mixed-use buildings in the downtown district. The primary intended use of the first floor shall be retail, restaurant or service. The upper floor(s) must be vacant and not up to current building codes.



Buildings under construction at the time of application are not eligible.

Only owners of properties may submit an application. Applicants and affiliates may not be delinquent in obligations to the City of Monroe. Applicants and affiliates may not be elected or appointed officials or employees of the City of Monroe, the Monroe DDA or the preapproved architect.

The exterior of the building will not be evaluated as part of the pilot program, except in any instance where accessibility or fire safety must be addressed on the building exterior. However, building facades must be in a condition that does not detract from the architectural character of the building.

## **Procedures**

The selection process for the pilot program will be competitive. Applications will be reviewed and scored based on the criteria described below. Applications will be ranked in scoring order from highest to lowest. The application receiving the highest score will be selected for the pilot program; if funding permits, the applicant with the second highest score will be selected.

Scoring criteria are:

1. likelihood of implementation, as evidence by a letter of commitment or exhibit of financial capability;
2. scale of the building;
3. building would qualify as a contributing structure in a National Register Historic District;
4. condition of the building exterior or commitment to restore or rehabilitate building exterior;
5. location and exposure of the building in the downtown district;
6. commitment of owner to incorporate green building techniques in design;
7. commitment of owner to incorporate energy efficiency in design;
8. upper floors of building currently are vacant;
9. upper floors of building currently are not up to code

The Monroe DDA will enter into an agreement with the owners of the selected property that will outline the requirements and expectations of the program, including an understanding of the scope of work.

## **Scope of Services**

The following items will be examined by the architect as part of the pilot program/case study:

### *Site Analysis:*

1. location of building, showing adjacent buildings or properties;
2. basic building layout;
3. condition of property; building materials;
4. history of past uses or last known use; current occupancy;
5. inventory of existing fire escapes, windows, stairways, separations, lighting, fire separation or suppression, plumbing, corridors, common areas and ceilings;
6. floor to ceiling heights;
7. energy efficiency;
8. visual inspection for suspected lead or asbestos;
9. supported with photographs

The following items will be evaluated by the architect as part of the pilot case study:

### *Feasibility:*

1. List of possible uses, such as rental residential, condominium, office
2. Development scenarios, such as individual owner/developer, multi-building with collaboration, multi-building with single developer
3. Construction and development costs/pro forma
4. Rental rates for all identified uses
5. Financial feasibility for all identified uses

Technical assistance:

- Evaluation of buildings to meet fire code for each proposed use
- Examine common fire separation and egress issues,
- Determine a reasonable potential occupancy load,
- Develop plans, elevations and sections of the buildings,
- Interview and work with property owners,
- Provide plan options towards feasible upper floor development activities

- Develop a simple cash flow analysis to determine any possible gap or shortfall in the second story rental market.
- Special commentary on codes, natural light and ventilation, foundation wall and roof, fire protection, construction materials, elevators/escalator and/or means of egress, tenant parking, items that cannot be remedied through the code and may require appeal to the Zoning Board of Appeals.

**REQUEST FOR PROPOSALS**  
**ARCHITECTURAL ASSESSMENT SERVICES**  
**MONROE DOWNTOWN DEVELOPMENT AUTHORITY**  
**MONROE, MICHIGAN**



**RESPONSES ARE DUE:**

**10:00AM, MONDAY, DECEMBER 3, 2018**

**MONROE DDA**

**120 EAST FIRST STREET**

**MONROE MI 48161**

## GOALS

The purpose of this request for proposals is to identify an architectural design firm that can supply the Monroe Downtown Development Authority (DDA) with architectural assessment services in support of its Upper-Floor Conversion Case Study Pilot Program. Services will include those listed in the scope of services provided in this document.

## INTRODUCTION

The Monroe DDA is requesting proposals from firms to provide architectural assessment services. The Monroe DDA intends to select an architectural design firm to provide services for a pilot program to examine the feasibility of an upper-floor conversion of an existing under-used space. The term of service may be renewable for an additional two years with satisfactory performance in the event that the Monroe DDA determines that the pilot program was successful, in demand and could be sponsored regularly.

The successful respondent is expected to designate an architect licensed by the State of Michigan that will serve as the primary point of contact.

## SCOPE OF SERVICES

The selected firms shall provide an architectural assessment in a prompt and professional manner. All work shall be performed on a lump-sum basis.

The following items will be examined by the architect as part of the pilot program/case study:

### *Site Analysis:*

1. location of building, showing adjacent buildings or properties;
2. basic building layout;
3. condition of property; building materials;
4. history of past uses or last known use; current occupancy;
5. inventory of existing fire escapes, windows, stairways, separations, lighting, fire separation or suppression, plumbing, corridors, common areas and ceilings;
6. floor to ceiling heights;
7. energy efficiency;
8. visual inspection for suspected lead or asbestos;
9. supported with photographs

The following items will be evaluated by the architect as part of the pilot case study:

*Feasibility:*

1. List of possible uses, such as rental residential, condominium, office
2. Development scenarios, such as individual owner/developer, multi-building with collaboration, multi-building with single developer
3. Construction and development costs/pro forma
4. Rental rates for all identified uses
5. Financial feasibility for all identified uses

## Technical assistance:

- Evaluation of buildings to meet fire code for each proposed use
- Examine common fire separation and egress issues,
- Determine a reasonable potential occupancy load,
- Develop plans, elevations and sections of the buildings,
- Interview and work with property owners,
- Provide plan options towards feasible upper floor development activities
- Develop a simple cash flow analysis to determine any possible gap or shortfall in the second story rental market.
- Special commentary on codes, natural light and ventilation, foundation wall and roof, fire protection, construction materials, elevators/escalator and/or means of egress, tenant parking, items that cannot be remedied within the code and may require appeal to the Zoning Board of Appeals.

**DELIVERABLES**

Two (2) original copies of the case study report and any associated drawings, photographs or other collateral, and one (1) electronic copy in a PDF format on 8 ½ x 11 paper in a font size no smaller than 12 points. Drawings shall be provided on 11 x 17 paper.

**REQUEST FOR PROPOSALS SUBMITTAL REQUIREMENTS**

Please prepare and organize your proposal based on the requirements below. Any supplementary information you would like to provide should be placed in a separated

section at the back of your submittal. Please note that any proposal is limited to ten (10) pages.

Interested firms are requested to submit one (1) original copy, and one (1) electronic copy in a PDF format on 8 ½ x 11 paper in a font size no smaller than 12 points.

1. Enclose a cover letter not to exceed one page describing the interest and commitment to perform architectural assessment services. The person authorized to negotiate an agreement with the Monroe DDA shall sign the cover letter.
2. State the qualifications and experiences of the design firms/individuals. Emphasize the specific qualifications and experience with engagements of similar scope and complexity. Include a copy of State of Michigan-issued license to practice for the primary point of contact.
3. Provide at least three (3) references from work completed within the last five years of similar scope and complexity. Include a brief description of the work performed.
4. Propose a lump-sum fee to complete one case study. Depending upon the fee, more than one case study may be completed.

Proposals are due no later than 10a.m. on Monday, December 3, 2018 at the Monroe DDA, 120 East First Street, Monroe, Michigan 48161. Proposals received after the stated deadline will not be considered.

## **SELECTION PROCESS**

Proposals will be evaluated and scored using the following criteria:

- Qualifications and experience of team members
- Experience with projects of similar scope and complexity
- Satisfaction of previous clients
- Quality and completeness of the proposal
- Local preference

The Monroe DDA reserves the right to select an architectural design firm at its sole discretion. A subcommittee will evaluate the proposals provided in response to this request. Based on input, a recommendation will be made to the Monroe DDA to select an architectural design firm the pilot program

The Monroe DDA reserves the right to reject any and all proposals with no penalty to the Monroe DDA. The Monroe DDA reserves the right to select the design firms that best meets the requirements of this request.

**SELECTION PROCESS KEY DATES**

October 24, 2018	Request for Proposals release date
October 30, 2018	Questions about the RFP submitted
November 2, 2018	Responses to questions are issued
December 3, 2018	Proposals due no later than 10a.m. at the Monroe DDA
January 16, 2019	Selection to be approved by Monroe DDA Board of Directors
May 30, 2019	Case study to be completed



## Memo

Date: Wednesday, October 10, 2018

To: DDA Board of Directors

From: Annette M. Knowles, Downtown/Economic Development Coordinator *AMK*

Re: STREETScape DESIGN GUIDELINES

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### BACKGROUND

During the work planning process for this fiscal year, the board discussed a project to develop a set of guidelines that would set a design tone for future streetscape projects. Such a project was also included in the recently adopted Downtown Master Plan. In the DDA budget, \$30,000 has been set for this project. The project champion is Les Lukacs.

In accordance with that approach and consistent with the final work plan, I have drafted a proposed Request for Proposals (RFP) for the work. Please review the *purpose* and the *scope of services* (and skim over the submittal requirements). It is my opinion that we should first approach the design team that the city currently is working with for project-based landscape architecture (Russell Design, with McKenna Associates, AEW Civil Engineers and Liquid Assets Irrigation) to get a proposal, as the firms' qualifications have been thoroughly vetted. If the board does not wish to follow that approach, then the RFP shall be issued, with the board's concurrence, and responses received on Monday, November 5, 2018.

Following completion of the Streetscape Design Guidelines, the next step will be to develop a proposed list of projects to pursue by creating a ranking system and surveying existing streetscapes.

### ACTION

Approach the team led by Russell Design to request a proposal for the Streetscape Design Standards project.

*OR*

Authorize the acceptance of proposals from qualified urban planning consultants to develop streetscape design standards.

**REQUEST FOR PROPOSALS**  
**DOWNTOWN STREETScape GUIDELINES**  
**MONROE DDA, MICHIGAN**



**RESPONSES ARE DUE:**

**10A.M., MONDAY, NOVEMBER 5, 2018**

**CITY OF MONROE**

**OFFICE OF THE CITY CLERK-TREASURER**

**120 EAST FIRST STREET**

**MONROE MI 48161**

## PURPOSE

The purpose of this request for proposals is to identify a consultant that can develop a set of comprehensive guidelines for streetscape improvements in Downtown Monroe, which considers both materials and placement. The project will be completed under the supervision of a streetscape design work group. The guidelines will be used by contracted designers as source material and directives during the development of future streetscape projects, so that all projects blend harmoniously with standardized materials, placement and furnishings.

The goals for future streetscapes are:

- To create a walkable, accessible environment that consistently places the pedestrian as the highest design element
- To ensure cohesiveness and compatibility of streetscape character throughout the downtown district
- To standardize materials, furnishings and fixtures to be used throughout the downtown district
- To promote design elements that are both affordable and easily maintained, yet are durable and attractive
- To reflect the community branding, thereby raising the visual image of the downtown to residents and visitors
- To preserve current streetscape design elements that are working
- To retain the historic character of the downtown district, while blending in modern materials
- To promote social well-being and vibrancy by creating public spaces that are inviting for walking and gathering
- To ensure environmental concerns are met by reducing energy, using native and sustainable materials and addressing water run-off and snow removal

To achieve these ends, the consultant and work group, working together, shall guide the selection of and design standards for a wide range of streetscape elements and conditions, which include, but are not limited to:

Sidewalks, concrete and/or brick pavers	*Landscape and plantings	Bike racks
	*Public art	Pet stations
Street corners	Fences and walls	EV charging stations
Trash and recycling containers	Special event spaces	Parking meters
*Seating and tables, including those for outdoor dining at private establishments	Lighting, fixtures and light level, intensity and color	*Planters
	Utilities	Bollards
	Wayfinding	Public drinking fountains

*Bus shelters	*Signage, A-Frames or sandwich boards	Kiosks
Crosswalks		Gateway treatments
Banners	Crosswalk indicators or beacons	Sidewalk and driveway intersections
Symbols	*Post boxes	Dining platforms
Signage, posts and panels	*Newspaper racks	

The resulting report shall constitute a catalog that contains visual imagery, supported by text that is both descriptive and proscriptive, with product identification, style, color, species and/or other pertinent information. Drawings intended to demonstrate design elements will be appropriate and encouraged. \*Recommendations for private efforts shall be included, especially where noted above.

Related and/or recently completed planning efforts that may add value to the development of streetscape guidelines include:

- [Riverwalk Enhancement](#) and Expansion (currently underway)
- [Downtown Master Plan](#)

## SCOPE OF SERVICES

Phases to be included in the process to develop Downtown Streetscape Guidelines include:

### 1. RESEARCH AND DATA COLLECTION

- Schedule a kickoff meeting to fully discuss the project scope, communication, budget and schedule
- Conduct a cursory walk-through to gain familiarity with attributes of existing streetscapes
- Review documentation, plans and specifications for existing streetscapes

### 2. WALKING AUDIT WITH WORK GROUP

- Facilitate a walking audit which encourages face-to-face interaction with the work group to survey and discuss elements of current streetscape conditions and elements and to determine which current conditions and elements shall be retained in the guidelines

### 3. GUIDELINES DEVELOPMENT

- Confirm goals of streetscape design and develop design strategy (i.e. traditional, contemporary, etc) by providing representative examples of various options and gaining consensus

- b. Research and provide several examples for each category for selection by work group of preferred option; be prepared to explain rationale and make recommendations based on product knowledge and design experience
- c. Test the selected options with a larger audience through a focus group or survey of selected stakeholders; determine with work group to repeat step B for those elements receiving unfavorable response
- d. Develop a document, which includes an overview about how an attractive and functional streetscape adds value to a downtown area, along with a narration about the project and process and a catalog with design selections, product information, proper positioning, etc. Use photographs and drawings as much as possible to depict visually the selected elements, patterns and methods.

### **REQUIRED MEETINGS, PRESENTATIONS AND DELIVERABLES**

Respondents should anticipate a minimum of six (6) meetings or phone conferences, as outlined below:

- Kickoff meeting and three (3) monthly progress meetings or phone conferences with staff and/or work group
- Walking audit
- One meeting with Monroe Downtown Development Authority

The DDA's goal is to have the Downtown Streetscape Guidelines completed by December, 2018. As such, the anticipated timeline is as follows:

- Contract Award – November, 2018
- Project Kickoff – November, 2018
- Data Collection/Walking Audit – December, 2018 (weather dependent)
- Guidelines Development/Presentation – January through April, 2019

At the close of the project, the selected consultant will:

- Provide an electronic copy of the Downtown Streetscape Guidelines, suitable for reproduction and publication on the DDA's web site
- Provide one (1) original copy of the Downtown Streetscape Guidelines

### **REQUEST FOR PROPOSALS SUBMITTAL REQUIREMENTS**

Please prepare and organize your submittal based on the requirements below. Any supplementary information you would like to provide should be placed in a separated section at the back of your submittal. Please note that the RFP submittal is limited to twenty (20) pages, excluding resumes.

Questions about this RFP must be submitted in writing via email by 4:30 P.M. by Friday, October 26, 2018. No phone call responses to questions will be provided. All consultants desiring to submit proposals for review should notify the City of Monroe in writing or via email of their intention no later than this date, to ensure that all interested consultants will directly receive emailed answers to questions raised. Responses to all questions will be sent to all consultants that have notified the City of Monroe of their intention to submit by the close of business Tuesday, October 30, 2018 and the responses and/or any revisions to the RFP will be sent to all of these consultants and posted to the Michigan Intergovernmental Trade Network (MITN). Questions should be submitted to Annette Knowles (see end of document for contact information).

Interested consultants are requested to submit one (1) original copy, and one (1) electronic copy in a PDF format on 8 ½ x 11 paper in a font size no smaller than 12 points.

1. Enclose a cover letter not to exceed one page describing the interest and commitment to perform recreation master planning services. The person authorized to negotiate an agreement with the City of Monroe shall sign the cover letter.
2. State the qualifications and experiences of the consultant/individuals. Emphasize the specific qualifications and experience with engagements of similar scope and complexity.
3. Provide at least three (3) references from work completed within the last five years of similar scope and complexity. Include a brief description of the work performed and role of the consultant.
4. List key staff members, including identification of the Principal and/or Project Manager and a single point of contact.
5. Provide a narrative and photographic record of three (3) projects completed by consultant of similar scope and complexity.
6. Provide written confirmation of consultant's ability to meet the requirements specified in this request and evidence of insurability.
7. Supply a fee schedule.

Submittals are due no later than **10a.m. on Monday, November 5, 2018** in the Office of the City Clerk-Treasurer, City of Monroe, 120 East First Street, Monroe, Michigan 48161. Submittals received after the stated deadline will not be considered.

## SELECTION OF CONSULTANT

Submittals will be evaluated and scored using the following criteria:

- Understanding of the project
- Capability of the selected consultant to complete the project, including professional qualifications of team members
- Demonstrated past experience with projects similar in scope and complexity
- Estimated project budget and/or hourly rates charged for services
- Satisfaction of previous clients

- Quality and completeness of the submittal

The City reserves the right to select a consultant at its sole discretion. A subcommittee will evaluate the submittals provided in response to this request. Based on input, a recommendation will be made to the City Manager, who in turn will make a recommendation to the City Council to select a consultant for project-based work.

The City reserves the right to reject any and all submittals with no penalty to the City. The City reserves the right to select the consultant that best meets the requirements of this request for proposals.

### SELECTION PROCESS DATES

October 17, 2018	Request for Proposals release date
October 26, 2018	Deadline for Receipt of Questions
October 30, 2018	Deadline for Response to Questions
<b>November 5, 2018</b> Office	<b>Responses due no later than 10a.m.</b> in the City Clerk-Treasurer's
December, 2018	Interviews scheduled, if required
January 16, 2019	Appointment to be approved by Monroe DDA

### PRIMARY CONTACT

For the Proposal:  
Annette Knowles  
Downtown/Economic Development Coord.  
Annette.knowles@monroemi.gov  
734-384-9146

**MONROE DDA  
2018-2019 WORK PLAN UPDATE**

	PROJECT	CHAMPION(S)	STATUS
Goal:	<b>Inform and educate building owners and public of the actions and accomplishments of the DDA and businesses</b>		
	1. Annual Communications Plan	Staff	Newsletter template in development, e-newsletter started
	2. Volunteer Management Program	Staff	No action taken at this time
Goal:	<b>Support downtown businesses and property owners</b>		
	1. Façade Improvement Program	Scott Goocher	Under revision
	2. Maintain online list of availble properties	Staff	Updated and ongoing
Goal:	<b>Preserve and enhance downtown by facilitating development</b>		
	1. Riverfront Parking Lot Redevelopment	Staff	No action taken at this time
	2. Streetscape Improvements	Les Lukacs	Consultant inquiry on agenda
Goal:	<b>Market the downtown to encourage people to frequent local businesses and events</b>		
	1. Establish and update a coordinated event calendar on the web site	Staff	Staff seeking updated cost info from web provider
	2. Establish an Annual Marketing Plan	Mackenzie Swanson	Rack card complete, next project is direct mail piece and business recruitment packet
Goal:	<b>Serve as an intermediary between the organizations that connect to downtown and link to other community resources</b>		
	1. Schedule quarterly stakeholder/partner meetings	Staff	Next meeting is for bus owners on 11/13 at MNX Solutions
Goal:	<b>Establish an environment that promotes residential growth downtown</b>		
	1. Clean-Safe-Attractive Effort	Tony Trujillo/George Boyan	Holiday décor on agenda; tree and lighting survey TBD
	2. Implement opportunities included in the Residential TMA	Mayor Clark/Joe Peruski	No action taken at this time; city to pursue firehouse redev
Carryover			
	1. Riverwalk Enhancement/Expansion	Swanson/Trujillo	Public engagement was September 12; waiting for summary
	2. Upper Floor Conversion Case Study	Peruski/Lukacs	On agenda



September 19, 2018

Mr. Vincent Pastue  
City Manager, City of Monroe  
120 East First Street  
Monroe, MI 48161

Dear Mr. Pastue,

It has come to our attention that there may have been an expectation that the DMBN (Downtown Monroe Business Network) would assume the DDA's responsibility of organizing the community holiday season kick off, i.e. the tree-lighting. The DDA's promotion committee had actually been in charge of that event for quite a few years and the DMBN had only partnered with them by providing free carriage rides. Most recently, the DDA promotion committee partnered with the Monroe County Travel and Tourism Bureau to set up entertainment for that evening. Unfortunately, the promotion committee has been disbanded to the best of my knowledge.

As the DDA Board has chosen to change their priorities and direction so, too, has the DMBN Board. Our emphasis going forward is to put our efforts and time into promoting our businesses - especially planning and supporting events and promotions that directly involve getting customers/clients in the door. For the holiday season, it was decided that it made more sense for us to put our resources and time into promoting Small Business Saturday on Saturday, November 24, 2018.

We understand the importance and value of having a community event such as the tree lighting but unfortunately our volunteers/business owners are stretched thin. We would still be interested in providing a complement (and get the word out) to the event but we, unfortunately, can not plan and take responsibility for what is really a community-wide event.

Hopefully, the City of Monroe or, perhaps, the DDA Board, or the City Council can lead the way or encourage other community members to take on and continue the event.

We are happy to share any information and our past experience with the next group of volunteers.

Sincerely,



Janet Berns  
Chairperson, DMBN

RECEIVED

SEP 24 2018

CITY MANAGER'S OFFICE