



AGENDA
REGULAR MEETING
Wednesday, June 20, 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, May 16, 2018 Regular Meeting
 - C. Financial Reports
 - i. May, DDA Revenue and Expenditure Report FY 2017-2018
 - ii. May, DDA Itemized Expenditure Report FY 2017-2018
6. **New Business**

Action Requested
Action Requested
Action Requested
Action Requested

 - A. Downtown Master Plan + Parking Study – Resolution of Support (15 minutes)
 - B. Communication Plan for Downtown Master Plan + Parking Study (5 minutes)
 - C. RRNBP Program Advertisement (5 minutes)
 - D. Amendment to Fiscal Year 2017-2018 Budget (5 minutes)
7. **Other Business**
 - A. Work Plan Updates (20 minutes)
8. **Communications**
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
Regular Meeting
Wednesday, May 16, 2018
Third Floor Conference Room
Monroe City Hall**

Chairperson Joe Peruski called the meeting to order at 8:00 a.m.

1. Roll Call

Present: Chairperson Joe Peruski, George Boyan, Mayor Robert Clark, Scott Kegerreis, Mackenzie Swanson (8:03am), Anthony Trujillo, Chip Williams
Excused: Scott Goocher, Les Lukacs, Shaun McGowan
Guests: Kerri Williams, Tim Lake
Staff: Annette Knowles, Michelle LaVoy Clerk-Treasurer

2. Vision Statement

Read by Joe Peruski

3. Additions/Deletions to the Meeting Agenda - None

4. Public Comments

Kerri Williams, representing Williams Insurance of Monroe, and Tim Lake, representing the Monroe County Business Development Corporation, introduced themselves.

5. Consent Agenda

- A. Approval of Agenda
- B. Approval of Minutes of Wednesday, April 18, 2018 Regular Meeting
- C. Financial Reports:
 - ❖ April, DDA Revenue and Expenditure Report FY2017-2018
 - ❖ April, DDA Itemized Expenditure Report FY 2017-2018

Motion by Mayor Robert Clark, seconded by Anthony Trujillo to approve items on the Consent Agenda as presented. ***Motion carried unanimously.***

6. New Business

A. Update from Monroe County Business Development Corporation/Monroe County Link Plan – Tim Lake

Mr. Lake gave overview of the Monroe County Link Plan, including history, opportunities, strategy and budget.

B. Facebook Content Strategy

A discussion was held concerning administration and editing on the Downtown Monroe Facebook page. A monthly calendar will be developed as part of the proposed strategy to better schedule content. Peruski would like to see a flowchart to detail who has final approval on content.

Motion by Mackenzie Swanson, second by Anthony Trujillo to approve the Facebook Content Strategy as presented. ***Motion carried unanimously. Chip Williams – no vote.***

George Boyan departed the meeting at 8:42 a.m.

7. Other Business

A. Work Plan Updates

- i. Communications Plan: the plan has been fully executed
- ii. Façade Grant Program: no report
- iii. Retail Expansion and Recruitment: no report
- iv. Upper Floor Conversion Case Study: no report
- v. Riverwalk Project: on agenda
- vi. Downtown Master Plan: the plan is coming to finalization; the presentation is Monday, June 4
- vii. Holiday Advertising: complete
- viii. Seasonal Decorations: on agenda
- ix. Promote residential units: no report

B. Acceptance of Proposal – Riverwalk Enhancement and Expansion Conceptual Plan

A proposal was received from Russell Design to develop a conceptual plan for enhancement of the existing Riverwalk and expansion into Soldiers and Sailors Park, that includes a public input component. The City of Monroe will contribute \$20,000, with council approval, for the expansion portion of the project. The cost to complete the plan is \$44,300, with reimbursable expenses not to exceed \$5,000. The plan will serve as a blueprint for future improvements and as evidence for grant applications.

Motion by Mackenzie Swanson, second by Mayor Robert Clark to accept the proposal from Russell Design for landscape architectural conceptual design services for Riverwalk Enhancement and Expansion, funds to be derived from Account #751-65.691.020 from the fiscal year 2018-2019 budget.

Motion carried unanimously.

C. Tabled Item: Spring Flower Planting

Motion by Mayor Robert Clark, second by Scott Kegerreis to remove from the table the item concerning Spring Flower Planting. ***Motion carried unanimously.***

Knowles reported that the DPW would provide complimentary watering services to the planters if the number of planters is reduced to sixteen, and reorganized per the plan proposed last month. \$3,200 is a ballpark estimate for the cost of purchase from Ruhligs.

Motion by Mayor Robert Clark, second by Mackenzie Swanson to approve spring flower plantings, per the plan discussed, at a cost not to exceed \$3,200.

Motion carried, with one vote of Nay by Kegerreis.

D. Reappropriate Funds for Downtown Master Plan

Work to complete the Downtown Master Plan nearing completion ahead of schedule. This presents a budgetary issue that needs resolution. When awarded, it was planned that the DDA would contribute \$10,000 in funds from Fiscal Year 2018-2019. That amount now is needed prior to the end of Fiscal Year 2017-2018. If approved, funds will not be drawn from the next fiscal year, but from current unexpended funds from the contract services account.

An error was found error on the financial report; Annette will discuss with finance. She confirmed we will be in compliance with approved budget approved by the board.

Motion by Anthony Trujillo, second by Mayor Robert Clark, to approve the additional expenditure of \$10,000 for the Downtown Master Plan, funds to be transferred to and derived from Account 751-65.691-818.020-1R0300000 General Contract Services - Downtown Master Plan. ***Motion carried unanimously.***

E. July Annual Meeting – Board Elections

If a board member is interested in a leadership role, please consult with Annette.

8. Communications

No communications.

9. Board Member Comments/Administrative Guest Comments

Discussion about re-scheduling the clean-up that did not occur on May 12th due to inclement weather. Also discussed how posting of such cancellations should be handled.

Chip Williams thanked the board for allowing him to be here.

10. Adjournment

Motion to adjourn by Anthony Trujillo, seconded by Mackenzie Swanson at 9:24 a.m.

Motion carried unanimously.

DRAFT

TRANSACTIONS FROM 05/01/2018 TO 05/31/2018

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 751 DOWNTOWN DEVELOPMENT AUTHORITY							
05/01/2018			751-00.000-005.000 COOP LIQUID ASSET SEC SYS	BEG. BALANCE			492,498.30
05/04/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20097		700.00	491,798.30
05/18/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20142		1,000.00	490,798.30
05/31/2018	GJ	JE	MICHIGAN CLASS INTEREST - MAY 2018	20211	839.99		491,638.29
05/31/2018			751-00.000-005.000	END BALANCE	839.99	1,700.00	491,638.29
05/01/2018			751-00.000-007.000 AUTOMATED PUBLIC FUNDS	BEG. BALANCE			88.87
05/01/2018	GJ		MONTHLY P&L INSURANCE PREMIUM	20069		55.50	33.37
05/03/2018	PR	CHK	SUMMARY PR 05/03/2018			732.65	(699.28)
05/04/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20097	700.00		0.72
05/10/2018	GJ	JE	5/3 SERVICE FEES - APR 2018	20120		4.88	(4.16)
05/17/2018	PR	CHK	SUMMARY PR 05/17/2018			732.65	(736.81)
05/18/2018	GJ	JE	CLASS INVESTMENT AND WITHDRAWALS	20142	1,000.00		263.19
05/22/2018	CD	CHK	SUMMARY CD 05/22/2018			371.49	(108.30)
05/31/2018	PR	CHK	SUMMARY PR 05/31/2018			732.65	(840.95)
05/31/2018			751-00.000-007.000	END BALANCE	1,700.00	2,629.82	(840.95)
05/01/2018			751-00.000-084.101 DUE FROM GENERAL FUND	BEG. BALANCE			0.00
05/22/2018	GJ	JE	RIVERWALK MASTER PLAN PMNT PER 5/21 (20163	20,000.00		20,000.00
05/31/2018			751-00.000-084.101	END BALANCE	20,000.00	0.00	20,000.00
05/01/2018			751-00.000-202.000 ACCOUNTS PAYABLE	BEG. BALANCE			0.00
05/21/2018	AP	INV	FIFTH THIRD BANK	04/18/2018		26.49	(26.49)
			ADOBE SUBSCRIPTION				
05/21/2018	AP	INV	FIFTH THIRD BANK	04/10/2018		30.00	(56.49)
			FKEY: 132743				
05/21/2018	AP	INV	FIFTH THIRD BANK	04/09/2018		85.00	(141.49)
			WORKSHOP REGISTRATION DOWNTOWN DEVEL				
05/21/2018	AP	INV	FIFTH THIRD BANK	04/02/2018		220.00	(361.49)
			DDA MEMBERSHIP/SUBSCRIPTIONS				
05/21/2018	AP	INV	FIFTH THIRD BANK	04/02/2018		10.00	(371.49)
			EMAIL SUBSCRIPTION				
05/22/2018	CD	CHK	SUMMARY CD 05/22/2018		371.49		0.00
05/31/2018			751-00.000-202.000	END BALANCE	371.49	371.49	0.00
05/01/2018			751-65.691-703.000 PART TIME SALARIES & WAGES	BEG. BALANCE			14,386.24
05/03/2018	PR	CHK	SUMMARY PR 05/03/2018		680.00		15,066.24
05/17/2018	PR	CHK	SUMMARY PR 05/17/2018		680.00		15,746.24
05/31/2018	PR	CHK	SUMMARY PR 05/31/2018		680.00		16,426.24
05/31/2018			751-65.691-703.000	END BALANCE	2,040.00	0.00	16,426.24
05/01/2018			751-65.691-717.000 SOCIAL SECURITY	BEG. BALANCE			891.95
05/03/2018	PR	CHK	SUMMARY PR 05/03/2018		42.16		934.11
05/17/2018	PR	CHK	SUMMARY PR 05/17/2018		42.16		976.27
05/31/2018	PR	CHK	SUMMARY PR 05/31/2018		42.16		1,018.43
05/31/2018			751-65.691-717.000	END BALANCE	126.48	0.00	1,018.43
05/01/2018			751-65.691-717.005 MEDICARE	BEG. BALANCE			208.60
05/03/2018	PR	CHK	SUMMARY PR 05/03/2018		9.86		218.46
05/17/2018	PR	CHK	SUMMARY PR 05/17/2018		9.86		228.32
05/31/2018	PR	CHK	SUMMARY PR 05/31/2018		9.86		238.18
05/31/2018			751-65.691-717.005	END BALANCE	29.58	0.00	238.18
05/01/2018			751-65.691-718.010 WORKERS' COMP INSURANCE	BEG. BALANCE			13.34
05/03/2018	PR	CHK	SUMMARY PR 05/03/2018		0.63		13.97
05/17/2018	PR	CHK	SUMMARY PR 05/17/2018		0.63		14.60
05/31/2018	PR	CHK	SUMMARY PR 05/31/2018		0.63		15.23
05/31/2018			751-65.691-718.010	END BALANCE	1.89	0.00	15.23
05/01/2018			751-65.691-727.000 OFFICE SUPPLIES	BEG. BALANCE			602.64

TRANSACTIONS FROM 05/01/2018 TO 05/31/2018

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
751-65.691-727.000 OFFICE SUPPLIES					(Continued)		
05/21/2018	AP	INV	FIFTH THIRD BANK	04/18/2018	26.49		629.13
			ADOBE SUBSCRIPTION				
05/21/2018	AP	INV	FIFTH THIRD BANK	04/02/2018	10.00		639.13
			EMAIL SUBSCRIPTION				
05/31/2018			751-65.691-727.000	END BALANCE	36.49	0.00	639.13
751-65.691-860.000 TRAINING & TRAVEL					BEG. BALANCE		
05/01/2018							956.84
05/21/2018	AP	INV	FIFTH THIRD BANK	04/10/2018	30.00		986.84
			FKEY: 132743				
05/21/2018	AP	INV	FIFTH THIRD BANK	04/09/2018	85.00		1,071.84
			WORKSHOP REGISTRATION DOWNTOWN DEVEL				
05/31/2018			751-65.691-860.000	END BALANCE	115.00	0.00	1,071.84
751-65.691-910.000 INSURANCE PREMIUM					BEG. BALANCE		
05/01/2018							555.00
05/01/2018	GJ		MONTHLY P&L INSURANCE PREMIUM	20069	55.50		610.50
05/31/2018			751-65.691-910.000	END BALANCE	55.50	0.00	610.50
751-65.691-958.000 MEMBERSHIPS & DUES					BEG. BALANCE		
05/01/2018							100.00
05/21/2018	AP	INV	FIFTH THIRD BANK	04/02/2018	220.00		320.00
			DDA MEMBERSHIP/SUBSCRIPTIONS				
05/31/2018			751-65.691-958.000	END BALANCE	220.00	0.00	320.00
751-80.100-665.005 INTEREST ON INVESTMENTS					BEG. BALANCE		
05/01/2018							(6,495.38)
05/10/2018	GJ	JE	5/3 SERVICE FEES - APR 2018	20120	4.88		(6,490.50)
05/31/2018	GJ	JE	MICHIGAN CLASS INTEREST - MAY 2018	20211		839.99	(7,330.49)
05/31/2018			751-80.100-665.005	END BALANCE	4.88	839.99	(7,330.49)
751-82.600-675.000 CONTRIB FROM PRIVATE SOURCE					BEG. BALANCE		
05/01/2018							0.00
05/22/2018	GJ	JE	RIVERWALK MASTER PLAN PMNT PER 5/21 (20163		20,000.00	(20,000.00)
05/31/2018			751-82.600-675.000	END BALANCE	0.00	20,000.00	(20,000.00)
TOTAL FOR FUND 751 DOWNTOWN DEVELOPMENT AUTHORITY					25,541.30	25,541.30	503,806.40

User: esell

DB: Monroe

PERIOD ENDING 05/31/2018

		2017-18	YTD BALANCE	ACTIVITY FOR	AVAILABLE
GL NUMBER	DESCRIPTION	AMENDED BUDGET MAL	05/31/2018NTH (ABNORMAL) ASE	05/31/2018 (DECREASE) MAL	BALANCE (ABNORMAL)
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY					
Revenues					
Dept 80.100 - GENERAL REVENUE					
751-80.100-665.005	INTEREST ON INVESTMENTS	7,000.00	7,330.49	835.11	(330.49)
Total Dept 80.100 - GENERAL REVENUE		7,000.00	7,330.49	835.11	(330.49)
Dept 80.600 - GENERAL REVENUE					
751-80.600-402.000	REAL PROPERTY TAXES	230,873.00	230,855.08	0.00	17.92
751-80.600-410.000	PERSONAL PROPERTY TAXES	(34,662.00)	(34,679.49)	0.00	17.49
751-80.600-573.000	LCSA APPROPRIATION/PPT EXEMPT RI	19,428.00	19,427.62	0.00	0.38
751-80.600-692.090	MISCELLANEOUS REVENUE	3,200.00	3,200.00	0.00	0.00
Total Dept 80.600 - GENERAL REVENUE		218,839.00	218,803.21	0.00	35.79
Dept 82.600 - ECONOMIC DEVELOPMENT					
751-82.600-675.000	CONTRIB FROM PRIVATE SOURCE	20,000.00	20,000.00	20,000.00	0.00
Total Dept 82.600 - ECONOMIC DEVELOPMENT		20,000.00	20,000.00	20,000.00	0.00
TOTAL REVENUES		245,839.00	246,133.70	20,835.11	(294.70)
Expenditures					
Dept 65.691 - DOWNTOWN DEVELOPMENT					
751-65.691-703.000	PART TIME SALARIES & WAGES	20,000.00	16,426.24	2,040.00	3,573.76
751-65.691-717.000	SOCIAL SECURITY	1,200.00	1,018.43	126.48	181.57
751-65.691-717.005	MEDICARE	280.00	238.18	29.58	41.82
751-65.691-718.010	WORKERS' COMP INSURANCE	20.00	15.23	1.89	4.77
751-65.691-727.000	OFFICE SUPPLIES	500.00	639.13	36.49	(139.13)
751-65.691-730.000	POSTAGE	100.00	11.47	0.00	88.53
751-65.691-818.010	AUDIT SERVICES	1,360.00	1,360.00	0.00	0.00
751-65.691-818.020	GENERAL CONTRACT SERVICES	600.00	600.00	0.00	0.00
751-65.691-818.020-18R0300000	GENERAL CONTRACT SERVICES	35,000.00	35,000.00	0.00	0.00
751-65.691-818.080	FACADE IMPROVEMENTS	85,000.00	83,900.00	0.00	1,100.00
751-65.691-860.000	TRAINING & TRAVEL	1,400.00	1,071.84	115.00	328.16
751-65.691-905.000	PUBLISHING/ADVERTISING	3,400.00	3,972.71	0.00	(572.71)
751-65.691-910.000	INSURANCE PREMIUM	500.00	610.50	55.50	(110.50)
751-65.691-955.000	MISCELLANEOUS EXPENSE	800.00	217.10	0.00	582.90
751-65.691-955.035	DESIGN COMMITTEE	5,500.00	3,330.74	0.00	2,169.26
751-65.691-955.040	PROMOTION COMMITTEE	2,700.00	2,671.43	0.00	28.57
751-65.691-958.000	MEMBERSHIPS & DUES	600.00	320.00	220.00	280.00
751-65.691-999.101	TRANSFER OUT-GENERAL	10,000.00	0.00	0.00	10,000.00
751-65.691-999.301	TRANSFER OUT-DEBT SERVICE	105,494.00	105,493.75	0.00	0.25
Total Dept 65.691 - DOWNTOWN DEVELOPMENT		274,454.00	256,896.75	2,624.94	17,557.25
Dept 95.260 - CLERK/TREASURER					
751-95.260-961.005	REFUND - BOR SETTLEMENT	0.00	100.32	0.00	(100.32)
Total Dept 95.260 - CLERK/TREASURER		0.00	100.32	0.00	(100.32)
TOTAL EXPENDITURES		274,454.00	256,997.07	2,624.94	17,456.93
Fund 751 - DOWNTOWN DEVELOPMENT AUTHORITY:					
TOTAL REVENUES		245,839.00	246,133.70	20,835.11	(294.70)
TOTAL EXPENDITURES		274,454.00	256,997.07	2,624.94	17,456.93
NET OF REVENUES & EXPENDITURES		(28,615.00)	(10,863.37)	18,210.17	(17,751.63)
BEG. FUND BALANCE		521,660.71	521,660.71		
END FUND BALANCE		493,045.71	510,797.34		

Monroe Downtown Development Authority
2017-2018 Fiscal Year Expenditure Report

Part Time Salaries	Budget	Expenditures		Balance
	\$20,000.00			
7/13/2017		\$295.79		
7/27/2017		\$769.08		
8/10/2017		\$591.60		
8/24/2017		\$927.52		
9/7/2017		\$680.00		
9/21/2017		\$714.00		
10/5/2017		\$722.50		
10/19/2017		\$680.00		
11/2/2017		\$680.00		
11/16/2017		\$680.00		
11/30/2017		\$752.25		
12/14/2017		\$714.00		
12/28/2017		\$680.00		
1/11/2018		\$680.00		
1/25/2018		\$680.00		
2/8/2018		\$705.50		
2/22/2018		\$714.00		
3/8/2018		\$680.00		
3/22/2018		\$680.00		
4/5/2018		\$680.00		
4/19/2018		\$680.00		
5/3/2018		\$680.00		
5/17/2018		\$680.00		
5/31/2018		\$680.00		
				\$3,573.76
Social Security	Budget	Expenditures		Balance
	\$1,200.00			
7/13/2017		\$18.34		
7/27/2017		\$47.68		
8/10/2017		\$36.68		
8/24/2017		\$57.51		
9/7/2017		\$42.16		
9/21/2017		\$44.26		
10/5/2017		\$44.80		
10/19/2017		\$42.16		
11/2/2017		\$42.16		
11/16/2017		\$42.16		
11/30/2017		\$46.64		
12/14/2017		\$44.27		
12/28/2017		\$42.16		
1/11/2018		\$42.16		
1/25/2018		\$42.16		
2/8/2018		\$43.74		

Monroe Downtown Development Authority
2017-2018 Fiscal Year Expenditure Report

2/22/2018		\$44.27		
3/8/2018		\$42.16		
3/22/2018		\$42.16		
4/5/2018		\$42.16		
4/19/2018		\$42.16		
5/3/2018		\$42.16		
5/17/2018		\$42.16		
5/31/2018		\$42.16		
				\$181.57
Medicare	Budget	Expenditures		Balance
	\$280.00			
7/13/2017		\$4.29		
7/27/2017		\$11.15		
8/10/2017		\$8.58		
8/24/2017		\$13.45		
9/7/2017		\$9.86		
9/21/2017		\$10.35		
10/5/2017		\$10.48		
10/19/2017		\$9.86		
11/2/2017		\$9.86		
11/16/2017		\$9.86		
11/30/2017		\$10.91		
12/14/2017		\$10.35		
12/28/2017		\$9.86		
1/11/2018		\$9.86		
1/25/2018		\$9.86		
2/8/2018		\$10.23		
2/22/2018		\$10.35		
3/8/2018		\$9.86		
3/22/2018		\$9.86		
4/5/2018		\$9.86		
4/19/2018		\$9.86		
5/3/2018		\$9.86		
5/17/2018		\$9.86		
5/31/2018		\$9.86		
				\$41.82
Workers Comp Insurance	Budget	Expenditures		Balance
	\$20.00			
7/13/2017		\$0.27		
7/27/2017		\$0.72		
8/10/2017		\$0.55		
8/24/2017		\$0.86		

Monroe Downtown Development Authority
2017-2018 Fiscal Year Expenditure Report

9/7/2017		\$0.63		
9/21/2017		\$0.66		
10/5/2017		\$0.67		
10/19/2017		\$0.63		
11/2/2017		\$0.63		
11/16/2017		\$0.63		
11/30/2017		\$0.70		
12/14/2017		\$0.66		
12/28/2017		\$0.63		
1/11/2018		\$0.63		
1/25/2018		\$0.63		
2/8/2018		\$0.66		
2/22/2018		\$0.66		
3/8/2018		\$0.63		
3/22/2018		\$0.63		
4/5/2018		\$0.63		
4/19/2018		\$0.63		
5/3/2018		\$0.63		
5/17/2018		\$0.63		
5/31/2018		\$0.63		
				\$4.77
Office Supplies - 727.000	Budget	Expenditures		Balance
	\$500.00			
Email Subscription		\$10.00		
Web Hosting		\$275.00		
Domain Name Renewal		\$30.34		
Adobe subscription		\$26.49		
Adobe subscription		\$26.49		
Email Subscription		\$10.00		
Adobe subscription		\$26.49		
Email Subscription		\$10.00		
Adobe subscription		\$26.49		
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Adobe subscription		\$26.49		
Email Subscription		\$10.00		
Adobe subscription		\$26.49		
Email Subscription		\$10.00		
Adobe subscription		\$26.49		
Email Subscription		\$14.50		
Adobe subscription		\$26.49		
Email Subscription		\$10.88		
Adobe subscription		\$26.49		
Email Subscription		\$10.00		
				-\$139.13

Monroe Downtown Development Authority
2017-2018 Fiscal Year Expenditure Report

Copies	Budget	Expenditures		Balance
	\$100.00			
				\$100.00
Postage	Budget	Expenditures		Balance
	\$100.00			
August		\$0.46		
Postage for return of banner		\$10.54		
January		\$0.47		
				\$88.53
Audit Services	Budget	Expenditures		Balance
	\$1,360.00			
Plante & Moran PLLC		\$1,360.00		
				\$0.00
General Contract Services - 818.020	Budget	Expenditures		Balance
	\$35,600.00			
Master Plan Consultant		\$1,055.12		
Master Plan Consultant		\$15,710.86		
New Moon Visions (Logos)		\$600.00		
Master Plan Consultant		\$8,563.64		
Master Plan Consultant		\$6,390.38		
Master Plan Consultant		\$3,280.00		
				\$0.00
Façade Improvements - 818.080	Budget	Expenditures		Balance
	\$85,000.00			
8/1/2017 Darany Restaurant Reimb		\$8,900.00		
9/5/2017 S. Chen reimb		\$10,000.00		
10/16/2017 128 N Monroe LLC		\$10,000.00		
10/16/2017 TEC Holding		\$5,000.00		
10/26/2017 Heidi Grab (123 S. Monroe)		\$10,000.00		
10/26/2017 Heidi Grab (125 S. Monroe)		\$10,000.00		
2/5/2018 GTAK Prop (21 W Front)		\$10,000.00		
4/2/2018 GTAK Prop (15 W Front)		\$10,000.00		
4/16/2018 17 E Second LLC (15 E 2nd.)		\$10,000.00		

Monroe Downtown Development Authority
2017-2018 Fiscal Year Expenditure Report

				\$1,100.00
Training & Travel - 860.000	Budget	Expenditures		Balance
	\$1,400.00			
Emerg Trends Workshop		\$50.00		
MI Downtowns Conference		\$100.00		
Mileage Temperance and Dundee		\$103.79		
Mileage January		\$27.80		
Swanson Planners Gathering Mtg		\$20.00		
Spring 2018 MI Member Registration		\$475.00		
A. Knowles training website		\$100.00		
MI Downtown Assoc Workshop Lodging		\$80.25		
FKEY 132743		\$30.00		
Workshop Registration Downtown Develop		\$85.00		
				\$328.16
Publishing/Advertising 905.000	Budget	Expenditures		Balance
	\$3,400.00			
EDD Mailing postage		\$501.09		
EDD Mailing postage		\$326.92		
EDD Mailing postage		\$484.45		
EDD Mailing postage		\$494.54		
EDD Mailing postage		\$300.37		
Lamour Printing		\$760.00		
Monroe News (Annual Report)		\$75.34		
Sterling State Park Ad		\$310.00		
Website Refresh		\$720.00		
				-\$572.71
Insurance Premium	Budget	Expenditures		Balance
	\$500.00			
Monthly P&L		\$55.50		
Monthly P&L		\$55.50		
Monthly P&L		\$55.50		
Monthly P&L		\$55.50		
Monthly P&L		\$55.50		
Monthly P&L		\$55.50		
Monthly P&L		\$55.50		
Monthly P&L		\$55.50		
Monthly P&L		\$55.50		
Monthly P&L		\$55.50		
Monthly P&L		\$55.50		
				-\$110.50

Monroe Downtown Development Authority
2017-2018 Fiscal Year Expenditure Report

Miscellaneous Expense - 955.000	Budget	Expenditures		Balance
	\$800.00			
Ink, card stock		\$198.83		
A. Knowles; refreshments DDA Meeting		\$18.27		
				\$582.90
Development Committee - 955.030	Budget	Expenditures		Balance
	\$0.00			
				\$0.00
Design Committee - 955.035	Budget	Expenditures		Balance
	\$5,500.00			
Aqua Dulce - Fall Decoration reimb.		\$474.47		
Four Star Greenhouse - fall decorations		\$333.74		
Four Star Greenhouse - fall decorations		\$43.53		
Bronners - 4 soldiers		\$2,479.00		
				\$2,169.26
Promotion Committee - 955.040	Budget	Expenditures		Balance
	\$2,700.00			
Hohman Promotions		\$731.25		
Lamour Printing		\$85.00		
Lamour Printing brochures		\$40.00		
Balloons		\$42.15		
Balloons		\$8.48		
P. Stanifer mileage brochures		\$69.55		
Lamour Printing - EDD		\$1,500.00		
Monroe News Ad		\$195.00		
				\$28.57
Dues & Subscriptions - 958.000	Budget	Expenditures		Balance
	\$600.00			
Membership fee for ICSC Knowles		\$100.00		
DDA Memberships/Subscriptions		\$220.00		
				\$280.00
Transfer Out Debt Service	Budget	Expenditures		Balance
	\$105,494.00			
Bond Payment		\$27,746.88		

Monroe Downtown Development Authority
2017-2018 Fiscal Year Expenditure Report

Bond Payment		\$77,746.87		
				\$0.25
Transfer Out General	Budget	Expenditures		Balance
	\$10,000.00			
				\$10,000.00
Total	\$274,554.00	\$256,896.75		

Memo

Date: Wednesday, June 13, 2018

To: DDA Board of Directors

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

Re: DOWNTOWN MASTER PLAN + PARKING STUDY - RESOLUTION OF SUPPORT

BACKGROUND

The DDA, through a study group comprised of downtown stakeholders, retained the firms of MKSK, Gibbs Planning Group and Nelson/Nygaard to complete a Downtown Master Plan and Parking Study. The results of this work were presented to the City Council at its work session on Monday, June 4, 2018, with members of the DDA and the Citizens Planning Commission present.

It is the intention of city management to adopt the Downtown Master Plan and Parking Study as an amendment to the City Master Plan as a sub-plan in accordance with the Michigan Planning Enabling Act.

At its meeting on Monday, June 11, 2018, the Citizens Planning Commission approved a resolution to transmit the proposed sub-plan to the City Council for review and comment. The process of adopting the sub-plan shall not proceed further unless the City Council approves its distribution. The item is on the council agenda for Monday, June 18, 2018.

If the City Council approves the distribution of the sub-plan, it shall be distributed to those entities required in the statute. This action shall trigger a 63-day review period, during which time such entities may submit comments about the sub-plan.

The Citizens Planning Commission tentatively will schedule a required public hearing for Monday, October 8, 2018.

Lastly, in accordance with the Act, the City Council may assert a right to approve or reject the sub-plan. If the City Council does not assert this right, then approval by the Citizens Planning Commission is the final step for adoption. Adoption by the Citizens Planning Commission is anticipated to occur immediately following the public hearing.

During the 63-day review period, all comments shall be collected by Annette Knowles,

Downtown/Economic Development Coordinator, and forwarded to the planning consultant en masse when the review period concludes.

After adoption, the DDA should take the lead role in implementing the recommendations in the Downtown Master Plan. The likelihood of successful implementation will be enhanced by strong advocacy and earnest work!

Because the DDA does not have a role in the adoption process, the DDA may endorse the Downtown Master Plan and Parking Study via a resolution.

ACTION

WHEREAS, the DDA partnered with the City of Monroe to develop a Downtown Master Plan and Parking Study which includes a visionary urban design plan combined with a current conditions and future needs analysis for parking, and

WHEREAS, the DDA formed a Study Group comprised of downtown stakeholders and staff to guide the chosen consulting team in the development of the plan, and

WHEREAS, a consulting team consisting of MKSK Studios, Gibbs Planning Group and Nelson/Nygaard were retained to complete the study and plan after a thorough and equitable selection process, and

WHEREAS, the planning process commenced in October, 2017 with plentiful opportunity for board and citizen engagement, including a two-day best practices summit, three online surveys and a public open house, and which included the phases of discovery, visualization, determination and delivery, and

WHEREAS, the plan was presented to the City Council of Monroe on Monday, June 4, with members of the DDA and the Citizens Planning Commission present, and

WHEREAS, the plan addresses physical, economic, social and cultural components of the plan area, and the consulting team coalesced prior planning documents into one holistic, long-term, visionary and comprehensive plan, as specified during the selection process, and

WHEREAS, it is the intention to adopt the Downtown Master Plan and Parking Study as an amendment to the City Master Plan in accordance with the Michigan Planning Enabling Act, and

WHEREAS, as part of the adoption process, the DDA has no formal role, but endeavors to affirm its support of the plan, and

NOW BE IT THEREFORE RESOLVED, that the Monroe Downtown Development Authority endorses the 2018 Downtown Master Plan and Parking Study and encourages an efficient adoption process by the Citizens Planning Commission, and

BE IT FURTHER RESOLVED, that the Monroe Downtown Development Authority confirms its intent to champion the plan and to take a lead role in its implementation.

Memo

Date: Wednesday, June 13, 2018

To: DDA Board of Directors

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

Re: COMMUNICATION PLAN – DOWNTOWN MASTER PLAN + PARKING STUDY

BACKGROUND

Upon completion of the Downtown Master Plan and Parking Study, we recommend that the Monroe DDA take action to develop a communications plan that describes plan highlights to the Monroe community, including the building and business property owners in the downtown district and local residents. Tactics to reach each stakeholder group may vary.

In order to create a funding mechanism for such a plan, we look to the Fiscal Year 2018–2019 budget. In the current Marketing Plan, funds were designated generally for event marketing support and sponsorship, in the amount of \$1,000.00. We recommend that those funds be redirected for this project, so that the community may become more informed about the plan, its projected timeline and its benefit to the downtown once implemented, even if that is in stages.

The simplest method for the board to take is to amend the Marketing Plan to delete event marketing support and sponsorship and to add a Communication Plan for the Downtown Master Plan and Parking Study. No budget reallocations would be required, if approved.

The 2018–2019 Marketing Plan is attached for your reference. I will report back with a project-specific plan via email, if approved.

ACTION

Approve the amendment to the Marketing Plan to remove event marketing support and sponsorship and to add a communications plan for the Downtown Master Plan and Parking Study.

Monroe Downtown Development Authority

Marketing Plan

2018-2019

aknowles
10/24/2017

WHAT IS DOWNTOWN MONROE?

Location Statement: Home to nearly 300 businesses, historic Downtown Monroe is the 67.2 acre **center for civic, cultural and commercial activities** for the **greater Monroe area**. Anchored by institutions like the County of Monroe and City of Monroe office campus and the corporate headquarters of Monroe Bank and Trust, Downtown Monroe is **abundant with opportunities** for enjoyment of **everyday life and recreation**. The River Raisin, the River Raisin Centre for the Arts and the nearby River Raisin National Battlefield are **amenities** that afford businesses and visitors alike a unique and engaging atmosphere. In Downtown Monroe, expect a great experience.

OVERALL OBJECTIVES

1. **To position.** The Downtown Development Authority should promote the downtown as a destination to reside, work, recreate and gather, through a targeted advertising and branding campaign.
2. **To build the brand.** The Downtown Development Authority should capitalize on the City of Monroe's recent rebranding campaign and correlate its activities to be complementary, using variations of the tag line "Raisin' Expectations."
3. **To raise awareness.** The Downtown Development Authority should engage in activities that generate excitement and discovery about the downtown, its businesses and local events.
4. **To leverage.** The Downtown Development Authority should piggyback its marketing strategy with other communication tactics to maximize efficient use of resources

RESOURCES

Electronic:	Example:
Web Site and Web Calendar	
E-Newsletter	MailChimp has no fee for <2,000 subscribers
Social Media	Facebook, Instagram
Blog	WordPress
Print:	
Printed locator maps/directories	
Promotional materials for events – posters, cards	
Press releases	
Media alerts (condensed press releases)	
Print ads	
Downtown magazine	
Other:	
Multimedia	
Video	
Signage	
Personal Engagement	
Programming	Special Events
Banners	

KEY MESSAGING

Mission Statement: The Monroe Downtown Development Authority exists to serve as the lead organization in the **preservation** and **enhancement** of Downtown Monroe. Its mission is to provide **direction** and **resources** to businesses, property owners and residents in the downtown district. It works for the **advancement** of downtown through **promotion** of its businesses and events; the facilitation of **redevelopment** opportunities; and to increase Monroe's unique **sense of place** and **community**. Its goal is be a **dynamic** and **innovative** organization that works with volunteers, other organizations and the City of Monroe for the betterment of downtown.

TARGET AUDIENCES

Visitors – promote the downtown and businesses to the greater Monroe area residents, visitors to area events, visitors to area destinations and cultural institutions

Businesses – promote the downtown to businesses with market potential as identified in the target market analysis (retail, restaurant)

STRATEGIES AND ACTIONS, TIMELINE AND COST

AUDIENCE/TACTIC	TARGET DATE OF COMPLETION	COST	PRIORITY
VISITORS			
Add calendar module to web	August 2018	\$1,000	I
Web site	Ongoing	\$500	I
Rack Card (replaces locator map) - MI welcome center, national/state parks, hotels, county fairground, MCCC	August 2018	\$1,000	II
MPACT	Once/annual	\$350	II
Paid ads - state park guide, RV guide	Once/annual	\$1,000	II
Holiday co-op piece	Dec 2018	\$1,000	II
Radio co-op	Feb 2019	\$1,000	II
Advertise with banners or in programs at event venues like fairgrounds, Munson Park, RRNB, etc.	Ongoing	\$1,000	III
Event marketing support/sponsor	Ongoing	\$1,000	III
Parking map	Once/annual	\$500	III
BUSINESSES			
Develop a recruitment packet	August 2018	\$1,000	I
Vacancy Tour	Oct 2018	\$500	I
EVENTS/FAMILY-ORIENTED			
Leverage existing by others	Ongoing	-	I
Conduct annual event audit	<input checked="" type="checkbox"/>		
River-festival in June 2019	June 2019	-	III

Memo

Date: Wednesday, June 13, 2018

To: DDA Board of Directors

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

Re: RRNBP PROGRAM ADVERTISEMENT

BACKGROUND

Please find attached the details of an advertising opportunity in the Driving Tour Guidebook for the River Raisin National Battlefield Park. Ten thousand copies of the guidebook will be printed and available to visitors to the Battlefield. The intention is to attract those visitors to Downtown Monroe as part of their battlefield experience.

In the 2018-2019 Marketing Plan, the project included some undesignated funds in the amount of \$1,000.00, to be used toward advertisements in various programs, including the Battlefield. This opportunity fulfills the intent of the project team.

The cost of the ad is \$300, with an additional \$200 requested to cover professional graphic design services for the development of the ad.

If approved, we will initiate action on the development of the ad right away, as publication due dates are approaching quickly.

ACTION

Approve an allocation not to exceed \$500 toward advertisement in the RRNMB Driving Tour Guidebook, funds to be derived from Fiscal Year 2018-2019, Account Number 751-65.691-880.000, Community Promotions.



River Raisin National Battlefield Park Foundation

Driving Tour Guidebook Advertising



The River Raisin National Battlefield Park is in the final stages of completing our driving tour guidebook, to be published later this summer. Visitors to the Battlefield will receive this commemorative and informative guide, which relates the history of our Park and significant points of historical interest along with navigation to these locations, stretching from Detroit to Maumee, OH. We plan to have approximately 10,000 copies available to distribute to guests who come from around the United States and the world.

Your business can be exclusively featured in targeted areas of the driving tour guidebook relative to its location. This is a fantastic opportunity to inform visitors of your presence in Southeast Michigan. Additionally, all sponsors will appear in the driving tour section of our Foundation's website.

Corporate / Individual Sponsor Levels

- ☐ \$10,000: Exclusive Signature Sponsor
 - Full back cover ad (10" x 11")
 - Logo on front cover
 - Business card size ad (3½" x 2¼") in the index section
- ☐ \$500: Exclusive Page Sponsors (*1 per page*)
 - Business card size ad (3½" x 2¼")
 - Featured in the section relative to your business location
 - Includes up to two descriptive sentences (sponsor provides) alongside your ad

Things to Do Section – Index

- ☐ \$300: Business Card Size Ad (3½" x 2¼")
 - Placement in the index section correlating to your business's location
- ☐ \$100: Business Listing
 - Business name, address, phone number, and website URL

Please make payment to **River Raisin National Battlefield Park Foundation** and send to:
River Raisin National Battlefield Park Foundation / 1403 E. Elm Ave. / Monroe, MI 48162

Organization Name _____

Contact Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Email _____

Questions? Please contact us at: Adam@BattlefieldFoundation.org or 734-497-3461

Front Cover

River Raisin National Battlefield Park Great Lakes Theater of the War of 1812 Journey Towards Understanding Driving Tour

National Park Service
U.S. Department of the Interior



Inside Book and Sponsor Area

Below is a sample of one of the driving tour guidebook pages. Your organization has the opportunity for exclusive placement of a business card size ad (as well as an accompanying brief, sponsor provided description) in targeted areas of the guidebook. The publication is in color, roughly the size of a half newspaper (10" x 11"), and will run approximately 40 pages.

For example, if you have a business in Monroe near the monument featured below, your ad and description may be placed on this page in the portion marked "Sponsor Area." Please note that the "Sponsor Area" and placement of your ad on the page can vary depending on page content.

Stop 1a – 1904 Monument (located in Riviere Aux Raisins Park)

Address: 1241 E. Elm Avenue
Monroe, MI 48162

Hours: Open dawn to dusk
(but no later than 10 p.m.)

Admission: Free

Phone: 734-243-7136

Parking: *There is no designated parking area. Parking is available in the large lot located at the intersection of Noble Street and North Dixie Highway, or you can walk from the Battlefield Visitor Center parking lot located at 1403 E. Elm Avenue.*

Passport Stamp: No

River Access: View Only

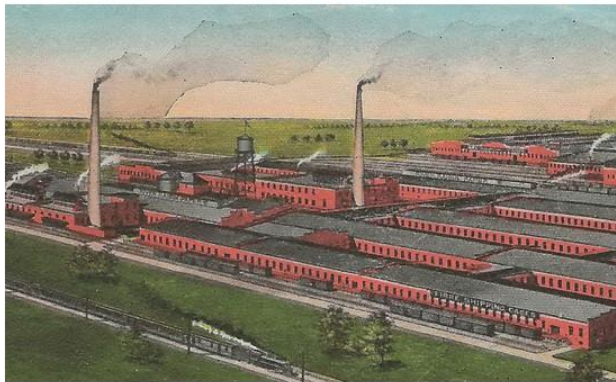
Trail Access: Located along the River Raisin Heritage Trail

In 1904, the first official monument commemorating the Battles of the River Raisin was established when a stone cairn was erected near this site by the Civic Improvement Society of the Women of Monroe. Efforts for further preservation of the area were hampered by industrialization. In 1910, construction of the River Raisin Paper Company began on top of the battlefield and soon a major factory complex occupied the space until it went out of business in the 1980s. Fortunately, much of the property on which the factory once stood has retained most of its archaeological integrity and, by the early 1990s, efforts were again underway to ensure the site was preserved for future generations.

What is a Cairn? A cairn (pronounced like CARE with an "n" on the end) is a landmark or marker. In this case a stone tower that marks the core location of the Battles of the River Raisin.



The 1904 Monument was originally located on the south side of E. Elm Avenue at a spot closer to the River Raisin. The cairn was relocated to its present site when the City of Monroe established the 1.9 acre Riviere Aux Raisins Park.



By the mid-20th century, the River Raisin Paper Company (above) was one of several mills in the area that made Monroe a center for the production of paper products in the region. By the 1970s, however, most of the city's paper mills had closed down. After the River Raisin Paper Company went out of business in the 1980s, it took several years to finally remove all of the abandoned structures and machinery. Ironically, the factory actually preserved the original Battlefield property by preventing it from being carved up into subdivisions, shopping areas, and other types of development. (Image courtesy of the Monroe Public Library)

Sponsor Area

Memo

Date: Wednesday, June 13, 2018

To: DDA Board of Directors

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

Re: AMENDMENT TO FISCAL YEAR 2017-2018 BUDGET

BACKGROUND

At the May meeting of the DDA Board, a discrepancy was noted in the previously amended budget amount for general contract services, to be reapplied to the Downtown Master Plan. While researching the origination of the discrepancy, I discovered it occurred during the budget process for the forthcoming fiscal year. Direction received from the Finance Director was that I should prepare a final budget amendment for the current fiscal year; in doing so, I took the opportunity to review all accounts to ensure adequate funds have been allocated for all projects to be completed by June 30, 2018. The attached is the result of that review.

Attached you will find a spreadsheet with two monetary columns; one describes the budget as last amended and the second with a final projected amount, with explanation of what prompted the change. I believe at this point that I have captured all anticipated expenditures. The total expenditure amount is now expected to land at \$287,254, still under the original budget of \$354,569 that was approved last June by the City Council.

ACTION

Approve amendment to Fiscal Year 2018-2019 budget, as presented.

5/31/2018		BUDGET REPORT FOR MONROE DDA		
Calculations as of 04/30/2018				
		2017-18	2017-18	
		AMENDED APP	AMENDED REQ.	
GL NUMBER	DESCRIPTION	BUDGET	BUDGET	
ESTIMATED REVENUES				
Dept 80.100-GENERAL REVENUE				
UNK_REV				
751-80.100-665.005	INTEREST ON INVESTMENTS	4,500	4,500	
TOTAL UNK_REV		4,500	4,500	
Totals for dept 80.100-GENERAL REVENUE		4,500	4,500	
Dept 80.600-GENERAL REVENUE				
UNK_REV				
751-80.600-402.000	REAL PROPERTY TAXES	216,893	216,893	
751-80.600-410.000	PERSONAL PROPERTY TAXES	(30,500)	(30,500)	
751-80.600-441.000	LCSA APPROPRIATION/PPT EXEMPT REIMB	16,212	16,212	
751-80.600-573.000	LCSA APPROPRIATION/PPT EXEMPT REIMB			
751-80.600-692.090	MISCELLANEOUS REVENUE	5,000	5,000	
TOTAL UNK_REV		207,605	207,605	
Totals for dept 80.600-GENERAL REVENUE		207,605	207,605	

		2017-18	2017-18	
		AMENDED APP	AMENDED REQ.	
GL NUMBER	DESCRIPTION	BUDGET	BUDGET	
TOTAL ESTIMATED REVENUES		212,105	212,105	
APPROPRIATIONS				
Dept 65.691-DOWNTOWN DEVELOPMENT				
PERS - PERSONNEL COST				
751-65.691-702.000	FULL TIME SALARIES & WAGES			
751-65.691-703.000	PART TIME SALARIES & WAGES	20,000	20,000	
751-65.691-704.000	OVERTIME			
751-65.691-704.703	OVERTIME-PART-TIME			
TOTAL PERS - PERSONNEL COST		20,000	20,000	
UNK_EXP				
751-65.691-707.000	LONGEVITY			
751-65.691-708.000	SICK PAY BONUS			
751-65.691-709.000	RETIREMENT TERMINATION PAY			
751-65.691-716.000	WAIVER-HEALTH INSURANCE			
751-65.691-717.000	SOCIAL SECURITY	1,200	1,200	
751-65.691-717.005	MEDICARE	280	280	
751-65.691-718.000	LIFE INSURANCE			
751-65.691-718.005	DISABILITY INSURANCE			
751-65.691-718.010	WORKERS' COMP INSURANCE	20	20	
751-65.691-718.015	UNEMPLOYMENT			
751-65.691-719.000	MEDICAL INSURANCE			
751-65.691-719.025	FLEXIBLE BENEFIT PLAN			
751-65.691-719.050	PRESCRIPTION INSURANCE			
751-65.691-719.075	DENTAL INSURANCE			
751-65.691-720.000	POST RETIREMENT HEALTH CARE			
751-65.691-721.000	PENSION CONTRIBUTION			
751-65.691-727.000	OFFICE SUPPLIES	500	1,200	To account for one-time annual purchase of printer cartridges and monthly subscriptions
751-65.691-728.000	COPIES			
751-65.691-730.000	POSTAGE	100	100	
751-65.691-818.010	AUDIT SERVICES	1,360	1,360	
751-65.691-818.020	GENERAL CONTRACT SERVICES	35,600	45,600	To account for early completion of Downtown Master Plan
751-65.691-818.080	FACADE IMPROVEMENTS	85,000	85,200	To account for final program year reimbursement of \$1,240
751-65.691-818.110	SITE IMPROVEMENT GRANT			
751-65.691-853.000	TELEPHONE			

		2017-18	2017-18	
		AMENDED APP	AMENDED REQ.	
GL NUMBER	DESCRIPTION	BUDGET	BUDGET	
751-65.691-860.000	TRAINING & TRAVEL	1,400	1,400	
751-65.691-905.000	PUBLISHING/ADVERTISING	3,400	4,850	To account for true cost of expenditures that were reimbursed from ad sales
751-65.691-910.000	INSURANCE PREMIUM	500	700	To account for twelve months at \$55.50
751-65.691-921.000	ELECTRIC			
751-65.691-922.000	GAS			
751-65.691-923.000	WATER & WASTEWATER			
751-65.691-942.000	RENTAL-BUILDING			
751-65.691-955.000	MISCELLANEOUS EXPENSE	800	800	
751-65.691-955.030	DEVELOPMENT COMMITTEE			
751-65.691-955.035	DESIGN COMMITTEE	5,500	5,750	To account for flower purchase for planters
751-65.691-955.040	PROMOTION COMMITTEE	2,700	2,700	
751-65.691-955.045	ECONOMIC RESTRUCTURING COMMITTEE			
751-65.691-957.000	REFERENCE MATERIAL			
751-65.691-958.000	DUES AND SUBSCRIPTIONS	600	600	
751-65.691-999.101	TRANSFER OUT-GENERAL	10,000	10,000	
751-65.691-999.202-14M0700000	TRANSFER OUT-MAJOR STREET			
751-65.691-999.202-15M0300000	TRANSFER OUT-MAJOR STREET			
751-65.691-999.301	TRANSFER OUT-DEBT SERVICE	105,494	105,494	
751-65.691-999.401	TRANSFER OUT-CAPITAL PROJECT			
TOTAL UNK_EXP		254,454	267,254	
Totals for dept 65.691-DOWNTOWN DEVELOPMENT		274,454	287,254	

		2017-18	2017-18	
		AMENDED APP	AMENDED REQ.	
GL NUMBER	DESCRIPTION	BUDGET	BUDGET	
TOTAL APPROPRIATIONS		274,454	287,254	

		2017-18	2017-18	
		AMENDED APP	AMENDED REQ.	
GL NUMBER	DESCRIPTION	BUDGET	BUDGET	

MONROE DDA
2017-2018 WORK PLAN

	PROJECT	CHAMPION(S)	BUDGET
Goal:	Inform and educate building owners and public of the actions and accomplishments of the DDA and businesses		
	1. Annual Communications Plan	Mayor Clark	\$2,500
Goal:	Support downtown businesses and property owners		
	1. Façade Grant Program Update	Scott Goocher	
	2. Retail Expansion and Recruitment	Tony Trujillo/Scott Kegerreis	
Goal:	Preserve and enhance downtown by facilitating development		
	1. Upper Floor Conversion Case Study	Joe Peruski/Les Lukacs	\$10,000
	2. Riverwalk Lighting and Security	Shawn McGowan/MacKenzie Swanson	\$45,000
	3. Downtown Master Plan	Staff	\$35,000
Goal:	Market the downtown to encourage people to frequent local businesses and events		
	1. Holiday Advertising	Staff	\$1,200
	2. Seasonal Decorations - Fall and Winter (Soldiers)	Staff/Tony Trujillo	\$5,500
Goal:	Serve as an intermediary between the organizations that connect to downtown and link to other community resources		
Goal:	Establish an environment that promotes residential growth downtown		
	1. Promote Residential Units	?/George Boyan	